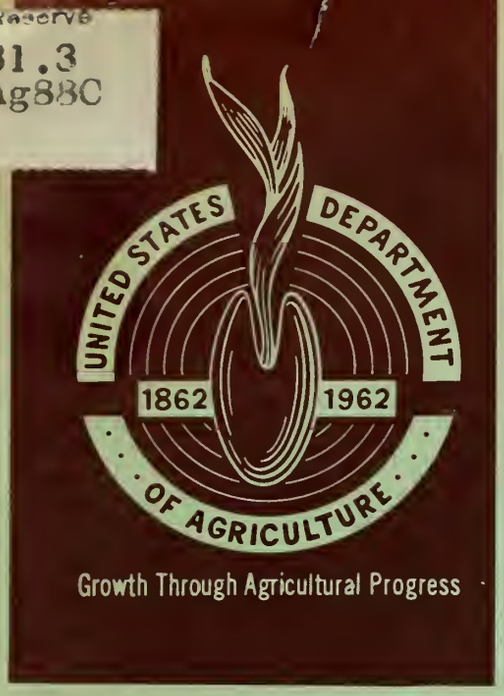
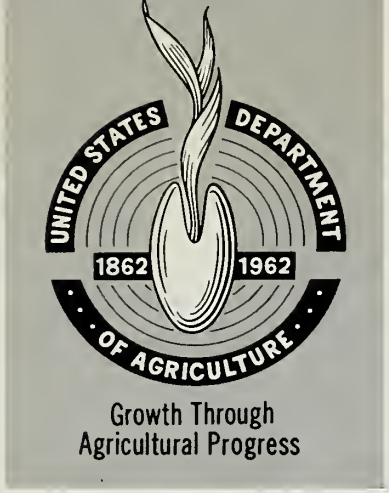


Centennial Information Kit

U.S. DEPARTMENT OF AGRICULTURE



Commissioners and Secretaries of the U.S. DEPARTMENT OF AGRICULTURE

The United States Department of Agriculture was established under an Act of Congress approved by President Lincoln on May 15, 1862. It was activated on July 1.

The act provided that the Department would be headed by a Commissioner, who reported directly to the President but who did not have cabinet status. This unusual arrangement resulted from a compromise between the forces who wanted a Bureau of Agriculture established in the Department of the Interior and those who wanted a Department of Agriculture headed by a Secretary with cabinet rank.

At the time the legislation was being debated, the function of furthering the development of American agriculture was a responsibility of the Patent Office, which was a division within the Interior Department. The first organized effort within the government in behalf of agriculture was initiated by Henry L. Ellsworth of Connecticut, who was appointed in 1835 in the State Department as Superintendent of Patents. The Patent Office, organized within the State Department the following year, was transferred to the Department of the Interior in 1849 when that Department was created.

The Department of Agriculture achieved cabinet status on February 9, 1889, when President Cleveland signed the Act advancing it to the rank of an executive department under the supervision and control of a Secretary.

Isaac Newton, of Pennsylvania, was named the first Commissioner of the Department. He had been serving as Superintendent of the Agricultural Division of the Patent Office since the spring of 1861. Norman Jay Colman, of Missouri, the last Commissioner, became the first Secretary when the Department was advanced to executive rank.

U.S. DEPARTMENT OF AGRICULTURE • CENTENNIAL COMMITTEE • NOVEMBER 1961

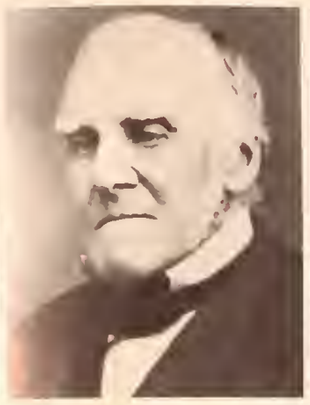
Commissioners and Secretaries of the U.S. Department of Agriculture

70283-B

ISAAC NEWTON
First Commissioner

20712-C

HORACE CAPRON
Second Commissioner



27827-C

FREDERICK WATTS
Third Commissioner

43412-B

WILLIAM GATES LeDUC
Fourth Commissioner

B-5491

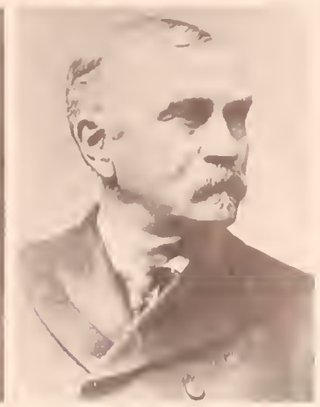
GEORGE BAILEY LORING
Fifth Commissioner

14763-C

NORMAN JAY COLMAN
Last Commissioner-
First Secretary

7725-C

JEREMIAH McLAIN RUSK
Second Secretary



1-C

JULIUS STERLING MORTON
Third Secretary

303-C

JAMES WILSON
Fourth Secretary

3287-C

DAVID FRANKLIN HOUSTON
Fifth Secretary

13573-C

EDWIN THOMAS MEREDITH
Sixth Secretary

15693-C

HENRY CANTWELL WALLACE
Seventh Secretary

20177-C

HOWARD MASON GORE
Eighth Secretary

24117-C

WILLIAM MARION JARDINE
Ninth Secretary

2038-D

ARTHUR MASTICK HYDE
Tenth Secretary

34663-C

HENRY AGARD WALLACE
Eleventh Secretary

BN-97

CLAUDE RAYMOND WICKARD
Twelfth Secretary

BN-278

CLINTON PRESBA ANDERSON
Thirteenth Secretary

DN-564

CHARLES FRANKLIN BRANNAN
Fourteenth Secretary

BN-832

EZRA TAFT BENSON
Fifteenth Secretary

BN-12782

ORVILLE LOTHROP FREEMAN
Sixteenth Secretary

HOW TO OBTAIN PRINTS

Magazines, newspapers, and television stations may obtain glossy prints of any of these photographs from the Photography Division, Office of Information, U. S. Department of Agriculture, Washington 25, D. C. Others may purchase 5 x 7 prints at 85 cents each or 8 x 10 prints at $1.10 each from the same address.

COMMISSIONERS OF AGRICULTURE

ISAAC NEWTON, of Pennsylvania (born in New Jersey); Commissioner, July 1, 1862 (when Department was activated)—June 19, 1867 (died in office); appointed by President Lincoln. He had served since tbe spring of 1861 as Superintendent of the Agricultural Division of the Patent Office (Department of Interior).

JOHN W. STOKES, of Pennsylvania (born in New Jersey); Acting Commissioner, June 20, 1867—December 4, 1867. As Cbief Clerk, he was second ranking officer of the Department. (No pbotograph available.)

HORACE CAPRON, of Illinois (born in Massacbusetts); Commissioner, December 4, 1867—July 31, 1871; appointed by President Johnson.

FREDERICK WATTS, of Pennsylvania (born in Pennsylvania); Commissioner, August 1, 1871—June 30, 1877; appointed by President Grant.

WILLIAM GATES LeDUC, of Minnesota (born in Ohio); Commissioner, July 1, 1877—June 30, 1881; appointed by President Hayes.

GEORGE BAILEY LORING, of Massacbusetts (born in Massachusetts); Commissioner, July 1, 1881—April 3, 1885; appointed by President Garfield.

NORMAN JAY COLMAN, of Missouri (born in New York); Commissioner, April 3, 1885—February 15, 1889; appointed by President Cleveland.

SECRETARIES OF AGRICULTURE

NORMAN JAY COLMAN, of Missouri (born in New York); Secretary, February 15, 1889—March 6, 1889; appointed by President Cleveland.

JEREMIAH McLAIN RUSK, of Wisconsin (born in Ohio); Secretary, March 6, 1889—March 6, 1893; appointed by President Harrison.

JULIUS STERLING MORTON, of Nebraska (born in New York); Secretary, March 7, 1893—Marcb 5, 1897; appointed by President Cleveland.

JAMES WILSON, of Iowa (born in Scotland); Secretary, Marcb 6, 1897—March 5, 1913; appointed by President McKinley.

DAVID FRANKLIN HOUSTON, of Missouri (born in North Carolina); Secretary, March 6, 1913—February 2, 1920; appointed by President Wilson. Resigned to become Secretary of the Treasury.

EDWIN THOMAS MEREDITH, of Iowa (born in Iowa); Secretary, February 2, 1920—March 4, 1921; appointed by President Wilson.

HENRY CANTWELL WALLACE, of Iowa (born in Illinois); Secretary, Marcb 5, 1921—October 25, 1924 (died in office); appointed by President Harding.

HOWARD MASON GORE, of West Virginia (born in West Virginia); Secretary, November 22, 1924—March 4, 1925; appointed by President Coolidge. Assistant Secretary since 1923, he had served as Acting Secretary following death of Secretary Wallace.

WILLIAM MARION JARDINE, of Kansas (born in Idaho); Secretary, March 5, 1925—March 4, 1929; appointed by President Coolidge.

ARTHUR MASTICK HYDE, of Missouri (born in Missouri); Secretary, March 6, 1929—March 4, 1933; appointed by President Hoover.

HENRY AGARD WALLACE, of Iowa (born in Iowa); Secretary, March 4, 1933—September 4, 1940; appointed by President Roosevelt. Resigned to run for the Vice Presidency; son of former Secretary Henry Cantwell Wallace.

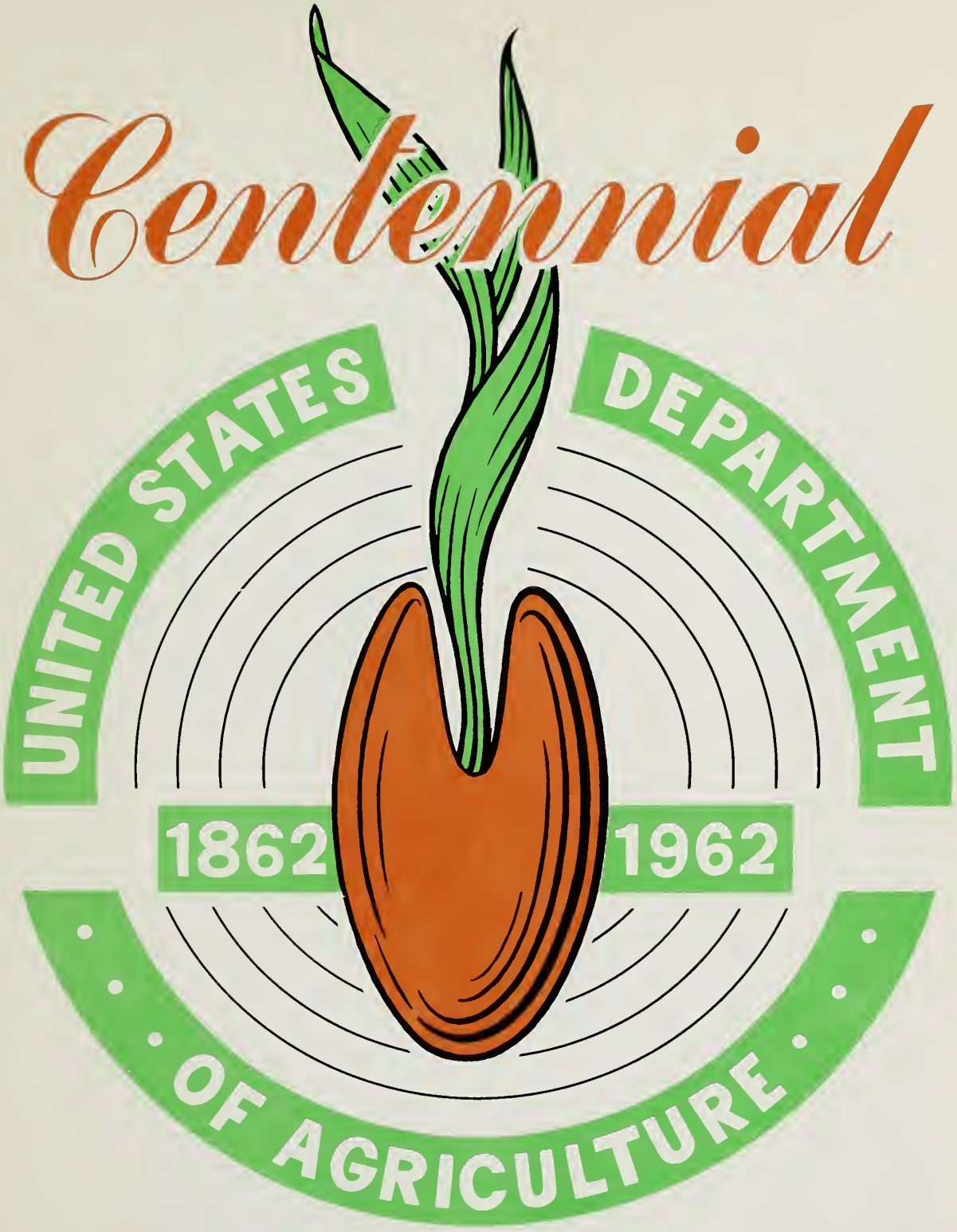
CLAUDE RAYMOND WICKARD, of Indiana (born in Indiana); Secretary, September 5, 1940—June 29, 1945; appointed by President Roosevelt. Was Under Secretary at the time of his appointment; resigned to become head of Rural Electrification Administration.

CLINTON PRESBA ANDERSON, of New Mexico (born in Soutb Dakota); Secretary, June 30, 1945—May 10, 1948; appointed by President Truman. Resigned to run for the United States Senate.

CHARLES FRANKLIN BRANNAN, of Colorado (born in Colorado); Secretary, June 2, 1948—January 20, 1953; appointed by President Truman. Was Assistant Secretary at tbe time of his appointment.

EZRA TAFT BENSON, of Utah (born in Idabo); Secretary, January 21, 1953—January 20, 1961; appointed by President Eisenhower.

ORVILLE LOTHROP FREEMAN, of Minnesota (born in Minnesota); Secretary, January 21, 1961—; appointed by President Kennedy.



Growth Through Agricultural Progress

UNITED STATES DEPARTMENT OF AGRICULTURE
Centennial Committee

USDA CENTENNIAL SYMBOL

Growth Through Agricultural Progress

Growth Through Agricultural Progress

Growth Through Agricultural Progress

Growth Through Agricultural Progress

Growth Through Agricultural Progress

GPO 16—76348-1

1862 1962

USDA
Centennial
Facts

1962

Centennial Year of the UNITED STATES DEPARTMENT OF AGRICULTURE

Growth Through Agricultural Progress

U.S. Department of Agriculture
Centennial Committee · November 1961

"Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled, That there is hereby established at the seat of Government of the United States a Department of Agriculture, the general designs and duties of which shall be to acquire and to diffuse among the people of the United States useful information on subjects connected with agriculture in the most general and comprehensive sense of that word * * *."—*From the Act approved May 15, 1862, by*

PRESIDENT LINCOLN.

* * * *

"Now, therefore, I, John F. Kennedy, President of the United States of America, do hereby designate the year 1962 as United States Department of Agriculture Centennial Year; and I request the Department of Agriculture to plan and to participate in appropriate activities recognizing the anniversary to the end that the centennial may serve as an occasion to commemorate the contributions of agriculture to the health and welfare of every citizen, to the national well-being, and to the development of emerging nations."—*From Presidential Proclamation August 25, 1961.*

A CENTURY OF SERVICE

The United States Department of Agriculture was created by the stroke of President Lincoln's pen May 15, 1862.

By proclamation of President Kennedy, the Department's centennial observance will begin May 15, 1962, and continue throughout the remainder of the year.

In the 100 years intervening, agriculture has met every need of Americans for food and fiber at home and abroad, in war and in peace. Its achievement is a goal sought by the rest of the world, both free and Communist. Its efficiency and productivity, its ability to produce in abundance, sustain millions of the world's underfed people in their struggle for freedom and economic growth.

When President Lincoln signed the act creating the Department, one American farm worker was producing enough food and fiber for 5 people.

When President Kennedy proclaimed the Centennial Year of the United States Department of Agriculture, one farm worker was growing enough food and fiber for 26 people, and his efficiency was still surging upward. Today's farm products are of superior quality. Wholesomeness of our food is beyond doubt. Its variety seems without limit. Its cost requires only one-fifth of our take-home pay.

This is the farmer's success story. To it, the Department of Agriculture has contributed research, economic aid, education, technical help, and other services. But, essentially, the world's most efficient and productive agriculture springs from the hard work, the ingenuity, and the ability of American farmers and ranchers.

Thus, the Department's centennial observance will, as President Kennedy requested, "commemorate the contributions of agriculture to the health and welfare of every citizen, to the national well-being, and to the development of emerging nations."

Two other centennial observances of prime importance to American agriculture also will occur during 1962. One commemorates the approval of the Morrill Act, which created the national system of land-grant universities and colleges. The other marks the centennial of the Homestead Act, which opened the public domain to settlement and agriculture.

This fact sheet provides background on the observance of the Department's Centennial, a listing of major centennial events, the situation in agriculture today, the outlook for both farmers and consumers, highlights of the Department's history, and a listing of motion pictures, exhibits, publications, television, and other materials available for the observance.

Growth Through Agricultural Progress

CENTENNIAL THEMES

The Department of Agriculture, in cooperation with farm and nonfarm groups, will seek to interpret during its Centennial Year the meaning of modern American agriculture in these terms:

- ***Agriculture's importance to all people of the United States—***

  Provides abundant, wholesome food when, where, and in the forms we want it, and plentiful supplies of natural fibers—cotton, wool, mohair, and flax.

  Creates millions of nonfarm jobs through agriculture's buying power, and through the processing, manufacturing, transporting, and merchandising of farm products.

  Conserves for continuing productive use the national heritage of soil, water, grasslands, forests, and wildlife.

  Enables the United States to be the world's largest exporter of agricultural products.

  Makes possible a Food for Peace program as a major instrument of our foreign policy for peace in a free world.

- ***American agriculture's importance to the world—***

  Demonstrates that man now has the power to banish the age-old specter of hunger and famine, a fact more important to the hungry than the conquest of space.

  Proves that free men can and will develop an agricultural efficiency and productivity far beyond the reach of people under any other system of government.

  Gives strength and hope, through Food for Peace and the sharing of production know-how, to the newly developing countries.

  Provides a dependable source of food and fiber for nations able to pay in dollars for the food and fiber they need but cannot produce.

- ***Efficient use and management of agricultural abundance, with aims for—***

  A continuing bountiful supply of food and fiber for American consumers at a fair price, however fast the population increases.

  An adequate diet for the unemployed and other needy people of the United States.

  Strategic stockpiling against natural disaster or nuclear attack.

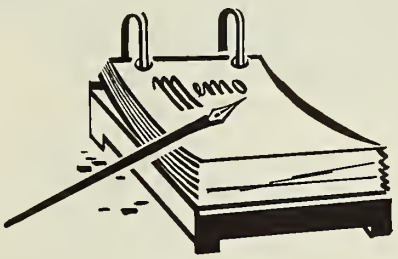
  Continued substantial sharing of our agricultural abundance with the newly emerging nations until they are able to feed themselves through a more efficient agriculture combined with economic strength for dollar purchases of foods and fibers they cannot produce.

  Expanded, stable export markets for the products of American agriculture.

  A fair return to American farmers and ranchers for their investment of capital and labor, thus resolving the paradox of increasing farm efficiency and decreasing farm income.

  The development of all rural areas to provide full opportunities for all rural residents—farm and nonfarm.

CENTENNIAL EVENTS



Agriculture Is Local:

Wherever people produce food and natural fiber and wherever people consume or use them; wherever farm people trade; wherever people process, manufacture, transport, store, or sell farm products; wherever people manufacture farm supplies, equipment, and machinery. This is agriculture—from the remotest farm or ranch to the heart of the biggest city.

Agriculture Is National:

In total, agriculture is the Nation's biggest industry. Its assets exceed $206 billion. Its annual cash sales total about $34 billion. It employs more than 7 million people on its 3.7 million farms and ranches. Four of every 10 jobs in private employment are in agriculture, or related to it. Farmers and their families have a buying power of $40 to $41 billion a year. Farmers use nearly half as much steel as the automobile and truck industry, more petroleum products than any other industry, and are major purchasers of rubber, chemicals, electricity, and countless other products. That's the economic side of *national* agriculture. But national agriculture is more than economic; it sustains the lives of a Nation's people with food and many other necessities in abundance.

U.S. Agriculture Is International:

One acre of every six harvested in the United States produces for export to the people of other nations.

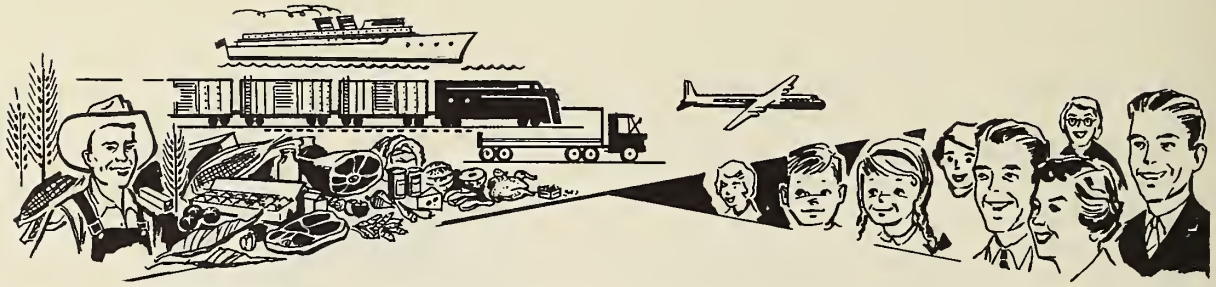
Thus, the Centennial Year will be commemorated with local, State, regional, national, and international events. For the same reasons, business, industry, and civic and other groups will join with farmers and farm organizations in the observance.

Centennial dinners in Washington and throughout the country will begin the observance May 15, 1962.

A World Food Forum in Washington May 15–17 will present a vital world food program. Speakers from many nations will be on the program.

Field days at agricultural laboratories, experiment stations, in watershed protection and flood prevention projects, and on farms and ranches throughout the country will interpret research and service developments and present relationship of all people to agriculture and the resources with which it works—soil, water, grassland, forest, and wildlife.

Each county will have a centennial planning chairman to coordinate local programs and events. Many observances also will emphasize the centennial of the land-grant colleges and universities. The Department and the land-grant institutions have worked cooperatively since their founding.



Agriculture fulfills in the United States one hope of man since he first felt the pangs of hunger. Food then was survival—life. It still is. In this country, food flows from farms and ranches in an abundance never equalled in any other time or place.

All the other needs of a nation for agricultural products are provided as abundantly as food—fiber for clothing, timber for shelter, and a vast supply of raw materials for industrial use. From amino acids (the building blocks of life) and antibiotics (the savers of life) to zein (for plastics) and zymolic acid (an industrial chemical), innumerable industrial products are created from crops and livestock.

From farm gate to consumer, agriculture creates payrolls and national wealth.

The Paradox of Agriculture

By every standard save one, American agriculture is a phenomenal success. Despite its efficiency, its productivity, its great assets, its fulfillment of a civilization's needs for food and fiber for a remarkably small share of consumer income, and its vital role in the national economy and defense, agriculture has not achieved economic well-being generally for its own members.

This was the paradox of agriculture as it entered the 1960's—increasing efficiency, yet declining income.

Unlike many manufacturers and other producers, farmers have not been able to set and maintain prices through management of market supply. This is probably the major reason why farmers have not profited more adequately from their efficiency, and have not achieved parity of buying power with other groups in the economy.

This was the situation in 1960:

As a group, farmers and ranchers were near the bottom of the economic ladder. Net farm income had dropped 26 percent from 1947–49, while farm production per man-hour had soared 108 percent.

As individuals, farmers varied greatly in income from the national averages. Returns also varied by types of farming in different regions of the country.

Compare the hourly return for the labor of the farm operator and his family in 1960 with that of 1947–49:

Dairy farms in eastern Wisconsin, 33 cents an hour in 1960, down 11 cents from 1947–49.

Dairy farms in western Wisconsin, 56 cents an hour, up 9 cents.

Cash grain farms in the Corn Belt, 73 cents, down $1.45.

Hog-beef fattening farms in the Corn Belt, 50 cents, down $1.70.

Cotton farms in the southern Piedmont, 32 cents, down 5 cents.

Cotton farms in the Texas Black Prairie, 26 cents, down 60 cents.

Cotton farms in the non-irrigated Texas High Plains, $2.49, down 6 cents.

Cotton farms in the irrigated Texas High Plains, $3.80, down 1 cent.

Small tobacco farms, North Carolina Coastal Plains, 84 cents, up 24 cents.

Large tobacco-cotton farms, North Carolina Coastal Plains, $1.07, up 24 cents.

Peanut-cotton farms, Southern Coastal Plains, 82 cents, up 23 cents.

Wheat-fallow farms, Washington and Oregon, $1.29, down $3.10.

Wheat-pea farms, Washington and Idaho, $1.31, down $2.66.

Wheat-small grain-livestock farms, Northern Plains, 90 cents, down $1.23.

Winter wheat farms, Southern Plains, $2.49, down 76 cents.

Wheat-grain sorghum farms, Southern Plains, $2.96, up 73 cents.

Cattle ranches, Northern Plains, 50 cents, down 62 cents.

Cattle ranches, Intermountain region, $1.49, up 3 cents.

Sheep ranches, Southwest, 20 cents, down 50 cents.

Sheep ranches, Northern Plains, $1.02, up 6 cents.

Adjustment to Abundance

One basic problem of agriculture 1962 is its and the Nation's adjustment to the new age of abundance and to the scientific and technological advances that helped to bring it about.

Stimulated by the new technology, agricultural production has raced ahead of population growth. Population increased by 19 percent from 1950 to 1960, but farm output rose 26 percent. Supply exceeded consumption.

This sharp rise in production was accomplished with 32 percent less labor and 21 million fewer cropland acres, but with big increases in the things farmers buy from industry—40 percent more tractors, 49 percent more grain combines, 71 percent more cornpickers and shellers, 41 percent more trucks, and 72 percent more fertilizers.

Prices went up for the things farmers buy, and down for the commodities they sell. Production cost rates were 17 percent higher in 1960 than in 1950; prices of farm products were down 8 percent during the same period, and realized net income dropped 11 percent.

Agriculture's assets increased from $131 billion in 1950 to $206 billion in 1961. Production assets per farm worker rose from $9,625 to $21,235.

Farms grew larger (from an average of 215 acres in 1950 to 302 in 1959) and fewer (from 5.4 million farms in 1950 to 3.7 million in 1959).

Even with these adjustments, only 21 of every 100 farms sold products valued at $10,000 or more in 1959. And 44 of every 100 farms sold products valued at less than $2,500.

Thus, the so-called farm problem emerges as twofold—one affecting the commercial farm, the other the small or marginal farm.

The family commercial farm has widely adopted the technological advances and has become so efficient and so productive that supply has outraced population growth and consumption.

The small or marginal farm is largely being bypassed in the march of technology, because its farm resources are too limited to apply fully the new scientific methods. More than a million farm families have had too few farm resources to provide full-time employment and obtain a satisfactory level of living.

To raise income through fuller employment, hundreds of thousands of farmers have turned to nonfarm work part-time. Forty-four of every 100 farm operators worked part time off the farm in 1959. Thirty-six of every 100 farm operators said they and members of their families received more income from nonfarm sources than the value of all farm products sold.

Large numbers of farm people have been unable to find part-time employment within commuting distance of their farms. Between 1950 and 1960, more than 1,000 rural counties lost population.

Yet, underemployment remains high among farm people. If the underemployment of individuals in agriculture in 1961 were converted on an annual basis to an unemployment figure, agriculture would have more than 1 million unemployed. During the next 15 years, an estimated 2.7 million farm boys will reach working age and will require job opportunities. During the same period, about 6.9 million other young men in rural areas who are not on the farm also will be seeking careers.

Scientific and technological advances have resulted in displacement of human resources in agriculture, as well as tremendous increases in farm efficiency and productivity.

Resolving the Paradox

With the same initiative and energy that made American agriculture the world's most efficient and productive, farmers and ranch-

ers are working out their problems of adjustment to the age of abundance.

They have the help of the Department of Agriculture. It has reshaped existing programs and has new programs authorized by Congress to attack the problems of unmanaged, price-depressing supplies, low income, shortage of credit, underemployment, and underdevelopment of rural areas.

A program for managing abundance is moving ahead.

Efforts are being made to bring production more nearly into line with needs, particularly wheat and feed grains—the crops in greatest excess production—by means of payments for diversion of crop acreages to conservation uses and, in the case of wheat, with marketing quotas.

More food and other farm products are being put to use—for consumers—rather than being held in storage. Two and a half million more needy are receiving food, and all needy have a better and more varied diet. More food is being provided school children. Increasing amounts of food and other products are going to the people of the new nations, under the Food for Peace program. Exports for dollars are being expanded wherever possible.

Other forces are helping to resolve agriculture's paradox. The new area redevelopment program applies to rural areas as well as to urban. More and more industry is moving into the open country. Town and country are working together as never before to develop the areas on which both depend. Training for new jobs off the farm increasingly is available for those who want to prepare for the new jobs opening in or near rural areas.

Farm income already is increasing, with the aid of increased price supports and 1961 feed grain program payments of around $750 million.

In November, it appeared that realized gross farm income in 1961 will set a new record, reaching at least $39½ billion and possibly going as high as $40 billion. Net farm income was expected to be about $1 billion greater than in 1960, possibly reaching $12.8 billion—the highest since 1953.

Reasoned hope is strong that agriculture increasingly will reap the rewards which Americans traditionally have accorded great efficiency and productivity.

The Farmer's Record of Efficiency

By any standard, agriculture's record of efficiency is outstanding in a nation renowned for efficiency.

Compare agriculture with industry. Productivity of farm workers increased by 6½ percent a year during the 1950's. Output per man-hour in nonagricultural industry increased by about 2 percent a year.

Compare American agriculture with that of other countries. Here, 1 farm worker produces enough food and fiber for 26 people. In Russia, 1 farm worker produces enough for only 4 or 5. More than 40 percent of the total labor force of the Soviet Union works in agriculture and forestry. In this country, it is only about 9 percent.

Compare agriculture with that of other countries in its ability to feed a nation's people at a reasonable cost. Americans spend only 20 percent of their take-home pay for food. Russians have to spend more than 50 percent of their income for food. The French and English spend about 30 percent.

Compare American agriculture with its own record in years past. One hour of farm labor produces nearly twice as much food and fiber as it did in 1950, 3 times as much as in 1940, and 4½ times as much as in 1910.

Translate these increases in agricultural efficiency into pounds, quarts, and dozens, instead of the bushels, hundredweights, or live weights used to measure food as it leaves the farm. In these terms, 1 hour of farm work would produce enough unprocessed food to provide:

Flour—41 pounds in 1910–14 and 243 pounds in 1955–59, up 493 percent.

Cornmeal—23 pounds in 1910–14 and 146 in 1955–59, up 535 percent.

Rice, milled—19 pounds in 1910–14 and 160 in 1955–59, up 742 percent.

Milk—12 quarts in 1910–14 and 24 quarts in 1955–59, up 100 percent.

Beef, dressed—12 pounds in 1910–14 and 16½ pounds in 1955–59, up 37 percent.

Pork, dressed, excluding lard—16 pounds in 1910–14 and 20 pounds in 1955–59, up 25 percent.

Eggs—4 dozen in 1910–14 and 9 dozen in 1955–59, up 125 percent.

Turkeys, ready to cook—2½ pounds in 1910–14 and 11½ pounds in 1955–59, up 360 percent.

The broiler industry is perhaps the outstanding example of increased efficiency in meat production. The Department has no records for broiler production in 1910–14. But in 1935–39, 1 hour of labor produced enough poultry to provide only 8½ pounds of ready-to-cook broilers as compared with 45 pounds in 1955–59. This is an increase of 429 percent.

The situation is about the same with other agricultural products. For example, an hour of farm work in 1910–14 produced enough cotton for two business shirts; in 1955–59, enough for nearly eight shirts. Enough tobacco was produced with 1 hour of farm work in 1910–14 for 20½ packs of cigarettes; in 1955–59 for 74½ packs.

If farmers and ranchers were still using the same methods they used as recently as 1940, it would cost about $15 billion more a year to produce food and fiber. That averages out to about $330 for each American family.

Agriculture and the National Economy

Farmers spend $25 to $26 billion a year for goods and services to produce crops and livestock, and at least another $15 billion a year for the same things that urban people buy—food, clothing, drugs, furniture, appliances, and other products and services.

Each year, farmers buy:

$2.5 to $3 billion in new farm tractors and other motor vehicles, machinery, and equipment. (About $1.6 billion was spent in 1960 by the primary iron and steel industry for equipment and new plants.) Agriculture uses nearly half as much steel as the automobile and truck industry.

$3.5 billion for fuel, lubricants, and maintenance of machinery and motor vehicles. Farming uses more petroleum than any other single industry.

$1.5 billion for fertilizer and lime.

Agriculture is a major user of rubber. Each year it buys products containing 320 million pounds of rubber, or about 9 percent of the total used in the United States, or enough to put tires on nearly 6 million automobiles.

Agriculture buys 27 billion kwh of electricity annually. This is about 4 percent of the Nation's total, or more than is needed annually by Baltimore, Chicago, Boston, Detroit, Houston, and Washington, D.C. Ninety-seven percent of all farms have electricity.

The horsepower of mechanical engines on American farms is greater than that of the combined total for all factories, mines, railroads, powered merchant ships, and private and commercial aircraft in the United States. The totals do not include electric motors.

Agriculture's Increasing Buying Power

With gross farm income expected to be around $1½ billion higher in 1961 than in 1960, agriculture is becoming an even better customer.

Equipment and machinery purchases may be increased by as much as $100 million to $150 million as a result. These additional purchases are important to labor, business, and industry from the retailer through the steel industry to the iron mines.

Agriculture will spend more for other production items—fuel, oil and other petroleum products, pesticides, fertilizer, and containers. Some farmers will improve or build new homes. Others will make capital investments in new or better farm service buildings.

Farmers also will use a part of their increased income for furniture, refrigerators, clothing, medical care, education for their children, recreation, debts, and savings.

In the process, nonfarm employment is created and maintained. Labor's buying power will become more stable. Agriculture in turn will be benefited by a steadier demand for its products.

Agriculture—Creator of Employment

Farming creates more than two jobs off the farm for every job in agriculture.

The 7.1 million workers producing food and fiber exceed the combined employment in transportation, public utilities, the steel industry, and the automobile industry.

But at least 16 million additional workers have jobs related to agriculture. Six million people have jobs providing the supplies and equipment farmers use for production. Ten million people have jobs storing, transporting, processing, manufacturing, and merchandising the products of agriculture.

The food industry alone employs 5.2 million people, and paid them $20½ billion in 1960.

Other jobs are created as the food industry buys equipment and machinery, constructs processing plants and new supermarkets, and buys advertising space or time. The industry's advertising bill in 1960 was estimated at $1.3 billion. Three of the four top merchandising firms in the country (based on annual sales) are foodstores.

The Consumer Benefits

The American consumer is the beneficiary of agriculture U.S.A. 1962.

Food today is one of the biggest bargains in the market.

Measure the cost of food by the number of hours of work required to earn the money to feed a family. The typical factory worker in 1960 could buy 1 year's "market" basket of *farm foods* for wages from 515 hours of labor—209 fewer hours than were required in 1947–49. Thus, he had take-home pay from 209 hours (about $425) in 1960 to upgrade the family diet (for example, more meats), or to spend for other products—appliances, furniture, education, or services.

Compare the amount of food 1 hour's factory work will buy with the amount in years past. Wages from 1 hour of factory work today buys 83 percent more round steak, 126 percent more milk, 138 percent more oranges, or 169 percent more bacon than in 1929.

Measure the cost of food by the percentage of take-home pay required to buy it. Americans spent only one-fifth of their disposable income for food in 1960, as compared with more than one-fourth of their take-home pay in 1947–49. This is a much smaller percentage than the people of many other countries pay for their food. (See p. 8.)

Compare the cost of food with that of other costs of living. Food has risen less since 1947–49 than most other consumer items in the cost-of-living index. For all items other than food, the increase to September 1961 was 32 percent. The cost of housing increased 32.6 percent; rent, 43.9 percent, and medical care, 61.7 percent. For *all* food (including seafood and food served in restaurants), the increase was 21.1 percent.

By these yardsticks, food is a bargain.

But the Farmer Hasn't Benefited

The price of food at the farm gate was 12 percent lower in 1960 than it was in 1947–49.

The retail price of farm food rose by 12 percent from 1947–49 to 1960.

During the same period, the marketing cost of *all* food rose 36 percent.

The farmer's share of the dollar spent at retail for farm food has dropped sharply. In 1947–49, the grower received 50 cents of each $1 spent for farm food. In 1960, the farmer's share was 39 cents. In 1959, it was 38 cents—the lowest since 1939. In the depression years of 1932 and 1933, the grower received 32 cents of each dollar spent for farm food.

As a general rule, the farmer's share of the food dollar declines as the amount of food processing increases. The wheat grower's share of the dollar spent for white flour is 33 cents. When the flour is mixed with other ingredients and baked as white bread, the farmer's share for his wheat drops to 11 cents—or 2.3 cents for the wheat in a 20-cent loaf of bread. The corn grower gets 18 cents of the dollar spent for cornmeal, and 9 cents of the dollar for cornflakes—or 2.3 cents for the corn in a 26-cent box of cornflakes.

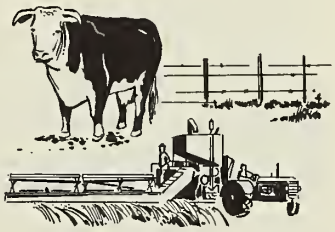
The growing demand for foods in more convenient forms—heat-and-serve, ready mixes,

dehydrated, or concentrated and frozen—has increased marketing costs. Much of the labor of preparing these foods for serving has been transferred from the family kitchen to the factory.

The farmer's share of the dollar spent for cotton in clothing and household furnishings and for the tobacco in cigarettes is even lower than his share of the dollar for farm food.

Of the dollar spent for all cotton clothing, the grower received 11 cents in 1960; for house furnishings of cotton, 21 cents. The tobacco producer received about 14 cents of the dollar spent for cigarettes—or less than 4 cents for the tobacco in a 27-cent package of cigarettes.

USDA'S FIRST CENTURY



The history of USDA's first century is also the history of 100 years of American agriculture.

But society's support of agriculture through government traces to the beginnings of civilization. The relationship was born of necessity in mankind's struggle against hunger. All nonagricultural pursuits—trades, professions, arts—were directly dependent on an agriculture that consistently could produce more food and fiber than its growers consumed. A classic example is the Biblical story of Joseph whose foresight of famines led to national policies protecting the Egyptian civilization from devastation.

In this country, government help to agriculture began in colonial times. As early as 1622, King James I encouraged a new agricultural industry here—the growing of mulberry trees and the breeding of silkworms. The English civilization of that day hoped to produce its own supply of luxurious silk. In 1908—286 years later—leaders of the American civilization were still trying to develop a silk industry with government help, to save annual imports of $64 million.

Silk production never succeeded here, but government efforts in its behalf illustrate this fact: Government services for agriculture, for labor, for commerce, and for all other purposes are provided because society or some segment of it wants help and the Congress authorizes it.

That point was made by President Washington in his last message to the Congress on December 7, 1796: "It will not be doubted that with reference either to individual or national welfare agriculture is of primary importance. In proportion as nations advance in population and other circumstances of maturity this truth becomes more apparent, and renders the cultivation of the soil more and more an object of public patronage. Institutions promoting it grow up, supported by the public purse; and to what object can it be dedicated with greater propriety?"

Washington recommended the establishment of a national agricultural board. The duties he wanted assigned to the board are almost identical to the functions and duties assigned to the Department of Agriculture in the congressional act creating it in 1862.

Washington said this agricultural board should be charged with "collecting and diffusing information * * * drawing to a common center the results everywhere of individual skill and observation, and spreading them thence over the whole nation."

The act creating the Department directed it "to acquire and to diffuse among the people of the United States useful information on subjects connected with agriculture in the

most general and comprehensive sense of that word, and to procure, propagate, and distribute among the people new and valuable seeds and plants."

Many steps were taken, however, between Washington's 1796 message to Congress and the passage of the act creating the Department in 1862.

Collecting New and Valuable Seeds and Plants

In 1819, the Secretary of the Treasury directed consuls to collect seeds and plants (as Benjamin Franklin had done in colonial times and as Thomas Jefferson had done shortly after Independence) for introduction in this country, although there was no appropriation for it. In 1820, the House established a Committee of Agriculture, as did the Senate in 1825. From 1836 to 1845, the principal voice in government for agriculture was that of Henry L. Ellsworth, first Commissioner of Patents.

Ellsworth distributed seeds and plants to farmers in 1836 and 1837 without congressional authorization but with the use of franks of Congressmen friendly to agriculture. He requested funds from Congress to collect and distribute seeds and to compile agricultural statistics. The first authorization ($1,000) for those purposes was made in 1839. By 1854, the Agricultural Division of the Patent Office employed a chemist, a botanist, and an entomologist, and was conducting experiments.

A Growing Nation—A Changing Agriculture

The nation was approaching the maturity Washington mentioned. It was growing in population, expanding westward, developing industry, building railroads, competing in new markets.

Agriculture also was changing—from a subsistence type of farming with most of the food and fiber processed on the farm to a commercial type of farming. The new textile industry was taking weaving from the home. Agriculture also had new tools—the steel plow (1837), the mowing machine (1831), the reaper (1833–44), and the stationary thresher and fanning mill (in the 1830's). Specialized factories were established to manufacture farm equipment. The farmer's investments in these machines required him to seek more funds. He became more dependent on the commercial market—for the sale of his products and for his implements.

The steamship was bringing the world market closer to American shores. By 1839, American agricultural exports totaled $80 million. Repeal of the British Corn laws (following the terrible famine Ireland had after the failure of its 1845 potato crop) enabled this country to export food grains freely to Great Britain.

During this changing, growing period, many farm editors, agricultural leaders, and officers of the numerous county and State agricultural societies continued to urge that agriculture be represented in the Federal Government by a separate agency. The United States Agricultural Society assumed leadership of the movement. These efforts, combined with Lincoln's support of agrarian reform, led to the establishment of the United States Department of Agriculture, with a Commissioner at its head.

The same forces also led in 1862 to two other congressional acts affecting agriculture—the Homestead Act, opening public land to private ownership, and the Land-Grant College Act, which authorized the use of Federal land to endow in each State a college to teach agriculture and the mechanic arts.

Commissioners directed the Department from 1862 to February 1889. Then Congress raised the Department to Cabinet rank, and Norman J. Colman, previously commissioner, became the first Secretary of Agriculture.

Protecting Consumers

During its first year, the Department established a Division of Chemistry, and in the second year Divisions of Entomology and Statistics. New responsibilities and new duties were added to meet the changing needs of agriculture and the economy. As early as

1883 the Department was studying the problem of butter adulteration "to aid the dairy interest in establishing a standard of good butter and to protect consumers against fraud."

Decade after decade, the Department's responsibilities for consumer welfare were increased with such activities as meat inspection, meat grading, poultry inspection, grading of fruits and vegetables, human nutrition and home economics, defense, and other similar activities until today much of its annual budget is used for the benefit of consumers and the general public.

Fighting Diseases and Pests

Federal regulatory work across State lines came into being because of contagious pleuropneumonia in cattle. The price of steers dropped sharply in 1879 and valuable export markets, particularly in Great Britain, were curtailed because of the disease. When the disease became a national problem because of losses to cattlemen and a sharp drop in exports, Congress was asked to turn the job of eradication of pleuropneumonia over to the Department of Agriculture. Thus, the Bureau of Animal Industry was created in 1884. Within 5 years—a world record for the control of pleuropneumonia—the disease which came from abroad in 1843 was wiped out. The total cost of this work was $1,509,-100—a little less than the estimated annual loss in export value of cattle to Great Britain.

Today, Department workers stand guard at the borders to turn back foreign diseases and pests of agriculture. They also can be mobilized quickly to help eradicate any pests that slip through—as the Mediterranean fruit fly did in the 1950's in Florida—or to join with a neighboring nation to stamp out a disease, as was done in Mexico when foot and mouth disease became established there in the late 1940's.

Great medical advances have resulted from agricultural research. When Department scientists in the late 1880's discovered Texas cattle fever was transmitted by ticks, the breakthrough paved the way for control of yellow fever, malaria, and other insect-borne diseases of humans. In recent years, Department research developed mass-production methods for penicillin, and created the blood plasma extender Dextran and other medical products.

Expanding Research, Education, Information

Through the years, the research, statistical, information, and education work of the Department has been enlarged.

In 1887 came the Hatch Act, which established a nationwide system of State agricultural experiment stations in cooperation with the Department.

The second Secretary of Agriculture, Jeremiah McLain Rusk, who served from 1889 to 1893, began the regular publication of Farmers' Bulletins, started a Division of Publications, and began to serve the press directly. As new communications media were developed, the Department added radio, television, and motion picture services to carry out its responsibility for disseminating information.

Rusk also pioneered in another area of great importance today—the investigation of foreign markets for American farm products.

After the national forests were transferred to the Department from Interior in 1905, forestry and forest management for production of timber, for recreation, for wildlife, and for watershed protection became important departmental functions. The Weeks law (1911) established a new national policy—the purchase by the Federal Government of forest lands necessary to protect watersheds.

Cooperative extension work in agriculture and home economics was provided by the Smith-Lever Act of 1914, under which a nationwide agricultural educational system formally was set up in cooperation with the State Land-Grant Colleges.

The economic dislocations caused by World War I and declines in farm prices led to an intensification of statistical and economic research that would aid farmers in meeting market needs. The Department encouraged

farmers to organize cooperatives, particularly for marketing their products.

Assisting City Dwellers as Well as Farmers

The major depression which extended throughout the economy in 1929, after several years of agricultural depression, and reached its depth in the early 1930's led to the passage of the Agricultural Adjustment Act of 1933. The Department was assigned, for the first time, responsibility for administering a program providing economic assistance directly to farmers.

The same economic circumstances that led to the passage of the Agricultural Adjustment Act led to programs that emphasized better rural credit facilities, soil conservation, aid for poverty-stricken farmers to acquire farms, and loans for rural electrification.

These programs were concerned primarily with rural welfare and farm production, but they also affected city dwellers as well. For example, the Omnibus Flood Control Act of 1936 recognized for the first time that agriculture had an important role in flood control and prevention—a role as important to urban areas as to rural. Various conservation authorities given to the Department also were supported by nonfarm groups, because of the need for wise use that preserved soil, water, grass, and forest resources for all Americans. The Multiple Use-Sustained Yield Act (1960) directed that national forests shall be administered for the sustained yield and multiple use of all their renewable natural resources.

The depression, however, affected city dwellers as well. Many of them were unable to purchase sufficient food, even though the farmers were told they raised a surplus that could not be marketed profitably. The Department, working with welfare agencies, set up programs for distributing surpluses to the needy in both cities and rural areas, and began to emphasize marketing and distribution as well as the production of farm products. The Research and Marketing Act came in 1946.

Food distribution abroad became important during and after World War II, when the War Food Administration, which was part of the Department, allocated scarce foods among our allies, the Armed Forces, and the civilian population. The War Food Administration also helped farmers to expand production to meet needs at home and abroad.

A Continuing Job

Today, using both existing and new authorities, the Department is redirecting its efforts to help agriculture to adjust to and benefit from the ever-increasing number of technical and scientific breakthroughs of the age of abundance—from which consumers already are benefiting. The goals include:

- Increased farm income through supply management under programs which farmers themselves have helped to develop, commodity by commodity, and which assure the nation adequate food and fiber supplies at fair prices.
- Strengthening the efficient family farm to prevent concentration of power over food and natural fibers and prices for them.
- Increasing consumption of farm products, through market research and development, research to find new uses and forms of food and natural fiber, through direct distribution of food to the needy to provide an adequate and varied diet, school lunch and milk programs for children, through expanded exports to all countries able to buy American farm products, and through Food for Peace programs to the peoples of the newly developing nations.
- Developing rural areas with credit, watershed protection and improvement projects, technical and educational help, and other assistance. This is an effort in which other Federal agencies are helping, the common goal being to aid local people to expand opportunities for training and education and for full employment of rural farm and nonfarm underemployed.
- Expanding conservation use to all farmland and its water, forest, and grass resources.

• Helping agriculture to be prepared to meet every foreseeable defense or emergency need of our Nation and of friendly nations.

Because the achievement of these and related objectives depend in large part on the support of nonfarm people, the Department is seeking to achieve a broad understanding of agriculture, its problems, and its importance to all Americans and to the national economy.

OTHER SERVICES ONCE IN USDA

Many important services now performed by other branches of the Federal Government had their beginning in, or at one time were provided by, the Department of Agriculture which had its own beginning in the Patent Office.

The Bureau of Public Roads (Department of Commerce) began in 1893, when the Secretary of Agriculture created the Office of Road Inquiry. This service was transferred out of the Department of Agriculture in 1939.

The Fish and Wildlife Service (Department of the Interior) traces in part to work started in 1885 by the Secretary of Agriculture in what then was the Division of Entomology. A separate Bureau of Biological Survey was authorized in 1905. This bureau was transferred to Interior in 1939 and, in 1940, was consolidated with Interior's Bureau of Fisheries to become the Fish and Wildlife Service. The Bureau of Fisheries was never in USDA.

The Weather Bureau (Department of Commerce), stemming from a weather service established in 1870 under the Signal Service of the Army, was created in the Department of Agriculture in 1891. It remained there until it was transferred to Commerce June 30, 1940.

The Food and Drug Administration (Department of Health, Education, and Welfare) was authorized in 1927 as the Food, Drug, and Insecticide Administration in Agriculture. It was renamed Food and Drug Administration in 1930, was transferred to the Federal Security Agency in 1940, and to HEW in 1953.

The Farm Credit Administration, now an independent agency of the executive branch, was in the Department of Agriculture from 1939 to 1953.

CENTENNIAL MATERIALS AVAILABLE

Many materials—bulletins, leaflets, books, motion pictures, filmstrips, radio tapes, and exhibits—will be available for the observance of the Centennial Year of the U.S. Department of Agriculture.

A new series of 16 mm, 13½-minute motion pictures, in color and in black and white and cleared for television, are being produced for release about May 1, 1962. They include:

OUR LAND—ITS MANY FACES traces the history of soil and water conservation from colonial days to the present.

HERITAGE RESTORED offers a unique historical report on the establishment of National Forests in the eastern part of the United States.

DISCOVERY is the story of agricultural research.

OUR AGRICULTURAL LIFELINES presents today's farm marketing system.

ALICE IN NUMBERLAND portrays, through the world of fantasy, how statistical research guides the flow of America's food from farm to table.

WE SHOW THE WAY is a report on agricultural education.

IT'S A FARMER'S BUSINESS presents the farmer cooperatives and their place in the American economy.

A documentary centennial film, AGRICULTURE U.S.A., also is in production. In color, it will run 27½ minutes. This film is a sweeping panorama of today's agriculture, with a glimpse of the future.

The major new books will be the 1962 YEARBOOK OF AGRICULTURE and the first comprehensive history of the Department. Their publication dates and prices have not been announced.

The walk-through photo exhibit, "The Changing Faces of Our Land," will be shown in the Department's Administration Building in Washington starting May 14, 1962. It will be available for use elsewhere after June 22. This exhibit consists of two separate sections, each 25 x 25 x 8 feet. The other principal exhibit tells "The Meat Miracle" story This display covers 1,000 square feet of floor space. Transportation costs are paid by exhibitors.

Filmstrips, which are available by purchase only, include:

"When It's Your Turn at the Meat Counter"—C–16.

"America the Beautiful"—C–77. (Conservation.)

"Food Costs"—C–80.

"Food Is A Bargain"—C–83.

"4–H Club Work in the USA."—698.

"Soil Conservation Is Your Business"—706.

The Department also has many bulletins and leaflets that will help to explain agriculture's importance to consumers, to the national economy, and to defense. These include "Background on Our Nation's Agriculture" (Leaflet 491), "The Food We Eat" (Miscellaneous Publication 870), "Food Is A Bargain" (Marketing Bulletin 18), and "The U.S. Department of Agriculture: How It Serves You" (PA–394). Single copies are available without cost.

Where To Obtain Materials

MOTION PICTURES FOR TELEVISION—Motion Picture Service, Office of Information, U.S. Department of Agriculture, Washington 25, D.C. For showings of films other than on television, ask Motion Picture Service for a list of cooperating film libraries in the States.

EXHIBITS—Exhibit Service, Office of Information, U.S. Department of Agriculture, Washington 25, D.C.

FREE BULLETINS AND LEAFLETS—Publications Division, Office of Information, U.S. Department of Agriculture, Washington 25, D.C.

THE YEARBOOK OF AGRICULTURE AND THE DEPARTMENT HISTORY—Superintendent of Documents, Government Printing Office, Washington 25, D.C. Watch for dates of publication and prices.

FILMSTRIPS—Photo Lab, Inc., 3825 Georgia Avenue, NW., Washington 11, D.C.

U.S. GOVERNMENT PRINTING OFFICE: 1961 O—618102

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UNITED STATES DEPARTMENT OF AGRICULTURE

CENTENNIAL

MEDIA FEATURE TIP

Growth Through Agricultural Progress

November 1961

Human Cancer Research Aided by USDA Livestock Disease Findings:

Human cancer research may be aided by the finding of a U. S. Department of Agriculture scientist that animals can be bred for resistance to at least one form of cancer. Geneticist Nelson F. Waters of USDA's Agricultural Research Service has been able to breed White Leghorn chickens that are capable of transmitting to their offspring complete resistance to erythroblastosis, an infectious, virus-caused, leukemia-like cancer of the bone marrow and blood.

Broad Significance of the Finding

Scientists in many laboratories, agricultural as well as medical, are searching for causes and cures of cancer. Since all cancers are characterized by uncontrolled cellular growth, any significant findings on poultry cancer may be adaptable to human cancer research.

Cancer in poultry has been studied at USDA's Regional Poultry Research Laboratory, East Lansing, Mich., under the direction of biologist B. R. Burmester since 1939. Scientists at this laboratory have demonstrated that some poultry cancers are virus caused, have shown that these cancers can be transmitted from one bird to another, and have immunized chicks against them. Work at the laboratory is jointly administered by ARS and several State experiment stations in cooperation with the American Cancer Society.

Suggested Follow-up Interviews

Drs. Burmester and Waters of the USDA Regional Poultry Research Laboratory at East Lansing, Mich., for more facts about poultry cancer research and its relationship to human medicine.

Dr. Steven C. King, chief of the ARS Poultry Research Branch, Beltsville, Md., to learn about the general problems of poultry health and about other studies of poultry cancer.

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MEDIA FEATURE TIP

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November 1961

Dehydrofreezing Combines Two Food Preservation Techniques:

An efficient new food preservation process now in commercial use combines the advantages of two established ways to preserve fruits and vegetables--drying and freezing. This process, called dehydrofreezing, was developed by U. S. Department of Agriculture utilization scientists. It involves, first, drying the product to about one-half its fresh weight, thus saving room and cost in storage and shipping. Then it is packaged and frozen at 0° F. or lower to maintain its original high quality.

Broad significance of the Finding

Dehydrofreezing is one of a series of developments by workers in USDA's Agricultural Research Service that have resulted in increased year-round consumption of high-quality fruits and vegetables in all parts of the United States. Food processors are making increased use of this unique combination process with such foods as apples, carrots, peas, figs, and pimentos. Dehydrofrozen foods are widely used in institutional cooking. Other foods developed or improved by ARS include frozen orange juice concentrate, fruit juice powders, potato granules and flakes, and a variety of other dehydrated vegetables.

Suggested Follow-up Interviews

M. J. Copley, director, Western Utilization Research and Development Division, USDA, Albany, Calif., for information about the broad aims of scientists working to improve food preservation and background on dehydrofreezing.

W. L. Stanley, acting chief of the fruit laboratory, Western Utilization Research and Development Division, Agricultural Research Service, USDA, Albany, Calif., for information about fruit preservation.

H. K. Burr, acting chief of the vegetable laboratory, Western Utilization Research and Development Division, Agricultural Research Service, USDA, Albany, Calif., for detailed information about dehydrofreezing and other means of vegetable preservation.

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MEDIA FEATURE TIP

Growth Through Agricultural Progress

November 1961

USDA Scientists Develop Pilot Plant for Removing Strontium 90 From Milk:

A pilot plant for removing strontium 90 from milk is being tested at the U. S. Department of Agriculture's Beltsville, Md., Research Center. Strontium 90 fallout from past nuclear tests is not of sufficient importance to require decontamination of milk supplies, but experiments are continuing; so that practical equipment can be available if it is ever needed. These experiments are being carried on in cooperation with the U. S. Atomic Energy Commission and the U. S. Department of Health, Education, and Welfare.

Laboratory experiments have shown that it is possible to remove strontium 90 by passing milk through pipes (or columns) containing beads of chemicals known as ion-exchange resins. About 98 percent of the strontium 90 can be removed from milk by this process.

Broad Significance of this Finding

Radioactive fallout removal is vital if we are to be assured safe food supplies in case of nuclear accident or attack. Research indicates that animals absorb about 5 percent of the radioactive elements consumed, and about one fifth of this small amount is secreted in milk by dairy cows. Removal of 98 percent of this tiny amount of Sr-90 would make milk one of the safest foods for human consumption during emergencies.

Closely allied with the milk decontamination research are studies conducted by other scientists of USDA's Agricultural Research Service on the removal of Sr-90 from farm land.

Suggested Follow-up Interviews

Locke F. Edmondson of the ARS Eastern Utilization Research and Development Division, Beltsville, Md., for detailed information on pilot plant tests.

Thomas W. Quigley, Jr., executive secretary of the Joint Advisory Committee on the Removal of Radioactive Nuclides from Milk, USDA, Washington, D. C.

Ronald Menzel of the ARS Soil and Water Conservation Division, Beltsville, Md., for information about experiments being conducted on the removal of radioactive fallout from farm land

Charles T. Myers, Jr., Photography Division, Office of Information, USDA, Washington 25, D.C., for photos of farm land experiments.

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MEDIA FEATURE TIP

Growth Through Agricultural Progress

November 1961

Superior Meat Animals Can be Selected by Ultrasonic Device:

An electronic device that can measure the size of a potential steak or chop in a live animal is helping U. S. Department of Agriculture scientists to breed meat animals with the superior qualities consumers have indicated they prefer.

The device uses ultrasonics--high frequency sound waves--to determine the depth of back fat, and depth and width of loin eye muscles in cattle and hogs. These measurements are particularly important in selecting meat animals that produce a high percentage of their weight in the more desirable cuts.

Broad Significance of the Finding

Scientists of the Department's Agricultural Research Service see use of this type of device as an important aid in increasing the effectiveness of breeding programs to develop improved meat-type animals. Internal measurements are needed because the appearance of live meat animals is not a dependable indication of the percentages of fat and lean they yield when slaughtered. Breeding programs have already produced the meat-type hog, improved broilers and beef animals, and the Beltsville small turkey, but consumers have said they would like even further improvements in quality.

Suggested Follow-up Interviews

Dr. Richard L. Hiner of the USDA Meat Laboratory, Beltsville, Md., for more facts about research with ultrasonic measuring tools to determine carcass quality.

Dr. Ralph Hodgson, director of Animal Husbandry Research Division at Beltsville, Md., for information on livestock breeding being carried out in many parts of the U. S. to improve the eating qualities of meat animals.

Charles T. Myers, Jr., Photography Division, Office of Information, USDA, Washington 25, D.C.,for pictures of the ultrasonic meat testing device as well as photos of ARS breeding research work.

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UNITED STATES DEPARTMENT OF AGRICULTURE

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MEDIA FEATURE TIP

Growth Through Agricultural Progress

November 1961

USDA Scientists Discover Pigment That Controls Plant Development:

The heart of the mechanism that controls the way many plants respond to their environment has been found by U. S. Department of Agriculture scientists to be a light-sensitive blue pigment. They named it phytochrome. This pigment promises to be the key to improved control of plant growth from seed germination through flowering and fruiting.

The light-sensitive pigment occurs in two forms. One is blue, the other colorless. Each form readily converts to the other. Drs. Harry Borthwick and Sterling Hendricks of USDA's Agricultural Research Service have learned that plant responses are governed by a reversible chemical reaction controlled by the color and intensity of light acting upon the pigment, which is present in minute quantities.

Broad Significance of the Finding

Discovery of phytochrome represents fundamental new understanding of the intricate mechanism of plant growth and may result, eventually, in man's ability to grow plants tailor-made to his needs. Such results as crops of special height for better harvesting, controlled flowering of plants at times convenient to man, or improved control of plant pests are suggested by the new knowledge.

Already ARS scientists have shown that the growth of certain ornamentals can be controlled by intermittent (or cyclic) exposure to light in nurseries during the night. Laboratory tests indicate that, with cyclic lighting, nurserymen may save up to 95 percent of the cost of electricity now used to control flowering or other responses of some plants.

Suggested Follow-up Interviews

Drs. Borthwick and Hendricks of the ARS Crops Research Division, Beltsville, Md., to learn details about the discovery and characteristics of phytochrome.

Drs. Borthwick and H. M. Cathey, also at Beltsville, for more information about plant growth control through cyclic lighting.

Charles T. Myers, Jr., Photography Division, Office of Information, USDA, Washington 25, D.C.,for photos of work on phytochrome.

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UNITED STATES DEPARTMENT OF AGRICULTURE

CENTENNIAL

MEDIA FEATURE TIP

Growth Through Agricultural Progress

November 1961

Chemical Growth Regulator Shortens Chrysanthemum Stems, USDA Tests Show:

Chrysanthemum stems can be greatly shortened with a new and relatively inexpensive chemical plant-growth regulator called Phosphon, U. S. Department of Agriculture scientists have found. The chemical has no appreciable effect on flower size but makes the plants much more compact. Flowers of treated plants last longer, and the leaves are darker green.

Phosphon can be applied in many ways, but Dr. Henry M. Cathey, of USDA's Agriculture Research Service has found that the simplest method is to dip pots in a water solution of Phosphon for 5 seconds. Effect of the chemical is so powerful that seedlings planted in treated plots develop into dwarfed plants, even though pots are washed or used many times.

Broad Significance of the Finding

Aside from the practical advantage of making a compact plant from one that is normally leggy, Phosphon and other growth regulators offer the hope of increasing man's control over fundamental growth responses of plants--flowering, fruiting, seed germination, and foliage development. While Phosphon shortens stems, another chemical, gibberellic acid, accelerates the growth of certain plants. ARS scientists foresee potential wide use of growth regulators to improve weed control, develop crops with improved adaptability to varied environments, and obtain better seed and fruit production and utilization.

Suggested Follow-up Interviews

Dr. Henry M. Cathey or Dr. John W. Mitchell of ARS Crop Research Division, Beltsville, Md., to learn about experiments with chemical growth regulators and their applications.

Dr. Marion W. Parker, director of the ARS Crops Research Division, to get information on the general problem of controlling growth responses and advantages in being able to.

Charles T. Myers, Jr., Photography Division, Office of Information, USDA, Washington 25, D.C., for photos showing results of research on regulators.

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November 1961

Field Soil Scientists Map the Nation's Soils:

Field soil scientists of the U. S. Department of Agriculture's Soil Conservation Service lead interesting and often exciting lives. Some 1,200 of them are mapping soils throughout the Nation at the rate of about 50 million acres a year.

Soil scientists have been mistaken for telephone men (I want my 'phone in the living room); power men (don't put that pole in the middle of the field where you're boring that hole); prospectors (are you looking for oil, uranium?); revenue agents (your license tag begins with an "A"-- for alcohol); highway engineers (didn't know the dang road was coming through my farm).

What They Do

Field soil scientists inventory soil resources in a given area. They examine the soils field by field and record their findings on aerial photographs, which become soil maps that are used in developing farm conservation plans and are, also, printed for general use.

How Surveys are Used

Farmers use soil surveys to learn the extent and location of the different kinds of soil they have, the ability of these soils to grow plants, and their response to management. Soil surveys are used in other ways, many of them unrelated to agriculture--by highway engineers, by county and city planning officials and many others.

Suggested Follow-up Interviews

Almost any field soil scientist. Contact through any one of some 3,000 field offices of the Soil Conservation Service. Or write Dr. Charles E. Kellogg, Soil Conservation Service, U. S. Department of Agriculture, Washington 25, D. C.

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UNITED STATES DEPARTMENT OF AGRICULTURE

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Growth Through Agricultural Progress

November 1961

Snow Surveys--Key to Western Water Supply:

Most of the water for the West -- for agriculture, industry, cities, power -- comes from the snow that falls in the mountains.

How much water will be available is determined by snow surveyors of the U. S Department of Agriculture's Soil Conservation Service who measure the water conte of the mountain snow pack in the winter and estimate the acre-feet of runoff on each watershed.

Several times each winter nearly 1,200 snow surveyors measure the snow pack on more than 1,400 snow survey courses in remote, rugged mountain areas of the Western States and British Columbia.

Each year they cover nearly 71,000 miles via skis, snowshoes, oversnow machines and aircraft in the roughest kind of country, under hazardous climatic and physical conditions. Surveyors occasionally land on snow survey courses in helicopters, which are also sometimes used for rescue operations. Small aircraft are used from which to read measured rods placed in the summer in areas that are inaccessible in winter.

Data the surveyors collect are translated into a water supply forecast the Soil Conservation Service issues each spring -- about mid-April. Water users of the West base their plans for the year's operations on this forecast.

The Soil Conservation Service coordinates and reports the results of snow survey activities of about 100 public and private agencies and organizations in the Western States.

Suggested Follow-up Interviews

R. A. Work, Head, Water Supply Forecasting Station, Soil Conservation Service, 209 S. W. Fifth Avenue, Portland 4, Ore.

William G. Shannon, Soil Conservation Service, U. S. Department of Agriculture, Washington 25, D. C.

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November 1961

ACP--The Biggest Boon to Soil Testing:

The value of soil testing has been known for a long time -- but it wasn't until the U. S. Department of Agriculture's Agricultural Conservation Program came along that testing got its biggest boost. The ACP program requires use of available facilities for soil testing before assistance is approved for lime and other minerals required for conservation purposes. As a result, the increase in testing was so great that many States now have increased their laboratory facilities.

ACP cost-sharing has assisted farmers nationally to establish and improve more than 770 million acres of both long-term and short-term cover to conserve soil and water in the past 25 years.

Broad Significance of This Development

Soil testing assures proper and adequate use of lime and minerals according to the particular soil and types of grass and legume used. In some cases, required testing reduced the amounts of lime or fertilizers needed per acre from the generally accepted amounts.

The objective of applying lime and other minerals is not for growing crops but for establishing and improving cover of grasses and legumes to meet erosion problems and assist farmers in making needed land-use adjustments.

Suggested Follow-Up Interviews

Carl A. Larson, Deputy Administrator, Conservation, Agricultural Stabilization and Conservation Service, Washington 25, D. C.
ACP specialist, ASCS State Offices in each State.
ASCS county office managers usually located in county seats.

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Electronic Brain Rides Herd on CCC Cotton:

The latest in electronic "brainwork" has been combined with the ancient technique of "branding" to help the U. S. Department of Agriculture keep track of millions of bales of cotton.

An electronic computer in New Orleans can tell you instantly the location of any bale of cotton among some 2.1 million bales either in inventory or under loan by the Commodity Credit Corporation. Not only that -- it will tell you where the cotton was grown, when, and by whom. It's all part of an elaborate inventory control system that includes branding each bale with a painted number. Then the electronic brain gets the job of "remembering" where the cotton is stored.

Broad Significance of the Development

Previously, manual handling of bills of lading and bale tag lists required eight separate operations to determine the status of each buyer's account. Now, a machine card freight bill is prepared on an electronic data processing machine for each bale of cotton received in USDA under the price support program. This has resulted in an estimated saving to the Government of almost $4 million a year.

Suggested Follow-Up Interviews

Robert P. Beach, Deputy Administrator, Management, Agricultural Stabilization and Conservation Service, Washington 25, D. C.

Roland F. Ballou, Assistant Deputy Administrator, Commodity Operations, ASCS, Washington 25, D. C.

Olen W. Salisbury, Deputy Director, ASCS Commodity Office, New Orleans, La.

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Farmer on Century-Old Family Tract Gets Help to Help Himself:

When the first member of the Tweddle family began to farm a 200-acre tract near Montgomery, N. Y., almost a century ago, all he needed was a strong back and a faithful plow horse.

But in 1953, when Robert K. Tweddle was ready to work the family land, the picture had changed considerably.

Mr. Tweddle needed money, and money was scarce. He needed machinery, and he had to repair his barn. He wanted to build a home for his family.

This was 1953, not 1868, the year the first member of the Tweddle family started farming the land. Mr. Tweddle couldn't depend on muscle alone. So he went to the Farmers Home Administration, U. S. Department of Agriculture.

Now, eight years after he received his loan, Mr. Tweddle can look back on the progress he has made with satisfaction.

He has increased his milk production per cow from 10,292 pounds per cow to 13,653 in 1961.

He has expanded his herd from 25 to 58 animals.

The silo is built. The home for his wife and children still shines with newness. In 1957, he was runner-up for the Orange County Farmer of the Year Award.

Mr. Tweddle's success can be traced to his own industriousness and ambition, the financing he received, and the expert guidance and advice the County office of FHA provided.

This advice took the form of plans for family living, farm operation expenses, capital improvements, production guides for crops and livestock and debt repayment.

NOTE: Similar stories can be obtained from each of the State offices or the Washington Office of the Farmers Home Administration.

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Cows and Credit Saved the Day:

"In 1952, there were two dairies with 40 cows in Saluda county, South Carolina. Today there are 78 dairies with 3,300 cows. What's more, we're still expanding." So says James S. Corley, county supervisor for the Farmers Home Administration, U. S. Department of Agriculture.

"We realized in the early fifties that we had to do something," Mr. Corley explains. "The last several years we had seen a reduction in our cotton acreage. And then, too, increased costs plus competition from cotton raisers in the Southwest made us realize that some other enterprise was needed to help us out. Dairying seemed to be the answer."

Mr. Corley, recent winner of USDA's Superior Service Award, noted with pride that 73 of the 78 dairies in the county had been financed by FHA. In the past three years, his office has loaned nearly $1 million to Saluda county farmers. Most of this money has been used to finance the switch from red hills and cotton to green pastures and milk.

Bankers, too, are solidly behind Saluda County's FHA program. Says S. R. E. Addy, president of the Saluda County Bank: "When Corley'graduates' one of his borrowers and he comes in to me for short-term credit needs, I'm happy to get him. I find each graduate has a carefully drawn up plan of operations for his farm, a good set of records, and some positive ideas on how much money he needs, where it will be spent, and how he will pay it back."

NOTE: Similar stories can be obtained from each of the State offices or the Washington office of the Farmers Home Administration.

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MEDIA FEATURE TIP

Growth Through Agricultural Progress

November 1961

Rural Water Line Stops Hauling Job:

No more water hauling! That is the happy conclusion for 28 rural families northwest of Independence, in Montgomery county, Kansas, who now have a rural water line they installed through a guaranteed loan of the Farmers Home Administration, U. S. Department of Agriculture.

All the families in the area once depended on wells and ponds, but because of the poor quality of the water from wells many families had to haul all their drinking water. Water for livestock was adequate only under most favorable conditions.

Finally Boyd Torrence, a farmer in the area and also a director of the local FHA county committee, suggested it might be possible to establish a rural water line from Independence by means of an FHA 90 percent guaranteed loan. His suggestion led to organization of Montgomery County Rural Water District No. 1 and the eventual building of a water line 6-1/4 miles long serving 28 rural families, the Peebler rural school and the Independence Saddle Club.

Total cost of the project was $26,000. A guaranteed loan for 90 percent of the cost was arranged through the Citizens National Bank of Independence. Each meter user on the line contributed $100 to a construction fund and agreed to pay the minimum monthly rate of $5.50. This amount entitles each user up to 2,000 gallons of water per month. Additional water is 40 cents per 1,000 gallons.

NOTE: Similar stories can be obtained from several State offices (mainly in the West) and the Washington office of the Farmers Home Administration.

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Shorts From the REA "Line":

More than 1,000 rural electric systems financed by the Rural Electrification Administration operate their local utilities from handsome and modern headquarters buildings. Generally, the electric co-op building is the largest in town. The co-op welcomes the use of its auditorium by local civic organizations, youth groups, and other community betterment clubs.

* * * *

A payroll of nearly one million dollars a week? That's what REA electric borrowers pay out locally for administrative and general expenses, involved in operating their business.

* * * *

In 1935, when REA was created, less than 11 percent of all farms in the United States had electric service. It is estimated that 97 percent of the 3.7 million farms recorded in the 1959 U. S. Census of Agriculture are now electrified. Systems financed by REA serve 53 percent of them.

* * * *

More than 400 uses for electricity on the farm and in the home are known; at least 250 of them increase production or make farming more profitable.

* * * *

REA has advanced more than $3.7 billion to its electric borrowers, who have invested that amount in the construction and operation of their systems. They have made total payments to the government of $1.4 billion. This includes $782 million repaid on principal, $461 million paid in interest, and $168 million paid ahead of schedule.

Two requisites for economic development and stability of rural areas are electric power and effective communications. Electric and telephone systems financed by REA provide these requisites.

* * * *

REA borrowers, both electric and telephone, are spearheading the drive to develop rural areas by attracting industries and by helping in the expansion of existing food processing plants, and other local income-producing plants.

* * * *

Rural electrification stimulates private business, locally and nationally, by the increased business it brings into rural communities. For every dollar invested in rural power facilities, the farmer spends three to four dollars in wiring, plumbing and electrical appliances.

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Suggested follow-up:

Information Division, Rural Electrification Administration, U. S. Department of Agriculture, Washington 25, D. C.

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MEDIA FEATURE TIP

Growth Through Agricultural Progress

November 1961

Some Feature Facts About 4-H:

4-H membership now totals more than 2,296,000 young people -- 10 to 21 years old -- in more than 93,000 local 4-H Clubs in all 50 States and Puerto Rico. About 302,500 men and women serve as volunteer adult leaders, and nearly 109,800 older club boys and girls assist as junior leaders.

* * * *

Since 1914, when Federal legislation was passed to help finance and conduct 4-H work, about 21,332,000 young people have taken part in the "learn by doing" program. About one of every 10 people in the United States today has belonged to a 4-H Club at one time or another.

* * * *

While in the past 4-H'ers were mostly rural young people, increasingly more now are from rural non-farm, urban and suburban areas. Programs are adapted to meet youth needs and solve problems in every area.

* * * *

Only three or four of every 10 4-H'ers now on farms will remain on farms. Others will go into agriculture-related occupations or take up non-agriculture careers.

* * * *

4-H program emphases in 1961 include career exploration, understanding and applying science, leadership and citizenship development, teenage nutrition, health and safety, conservation, and other youth-important topics.

* * * *

Many of today's fastest-growing 4-H projects are as suitable for non-farm as for farm club members. Examples are entomology, electricity, foods and nutrition, good grooming, child care, home management, and junior leadership. Two fairly new projects are dog husbandry and automotive care and safety.

* * * *

In learning to apply the latest research findings in home economics, agriculture, and other fields, 4-H'ers learn the why's as well as how's of what they do. A Massachusetts club cooperated with an industrial laboratory to try some interesting experimental work in irradiating vegetable seeds. An Iowa club studied the science of weather, such as why it rains.

* * * *

(more)

Short-range goals of 4-H are to help boys and girls learn through a wide variety of educational projects in farming, homemaking, community service, and other activities. Long-range goals are character development and good citizenship. 4-H'ers are concerned about citizenship at home and in their communities; in county, State, and Federal governments, and in international relations.

* * * *

When 4-H'ers pledge their Head, Heart, Hands, and Health to better living, they may seek that better living in rural areas of Alabama, Nebraska, or Puerto Rico; in suburban areas of Massachusetts or Michigan; or in the urban areas of Chicago or Denver. Better living may mean a community improvement project in North Carolina, Oklahoma, or Oregon. Or it may mean helping a fellow-youth group in India, Mexico, Korea, or Brazil.

* * * *

The 4-H plan has now been adapted to suit different needs and conditions in more than 50 countries around the world. The International Farm Youth Exchange has helped spread 4-H.

* * * *

"IFYE" -- the International Farm Youth Exchange -- is now in its fourteenth year. Through it scores of young men and women take part each year in the farm family and community life of each other's countries. It has attracted particular attention this year as a pioneer youth exchange program, parts of which are a model for the Peace Corps. It has helped promote understanding and friendship among peoples of other lands since 1948.

* * * *

The U. S. Department of Agriculture's Federal Extension Service gives 4-H national leadership; the State Extension Services give it State leadership. Two organizations teaming with Extension to further 4-H aims are the National 4-H Service Committee in Chicago, and the National 4-H Club Foundation in Washington.

* * * *

More than 50 business firms and organizations, foundations, and individuals, provide funds each year for 4-H awards, incentives, leader training, and other purposes. To recognize and encourage 4-H'ers, donors annually give some 200 college scholarships and fellowships, more than 1,100 educational trips, about 167,000 medals, savings bonds, watches, and other awards.

* * * *

Suggested Follow-up

Elmer B. Winner, Director, Division of Information Programs, Federal Extension Service, U. S. Department of Agriculture, Washington 25, D. C.

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Harvesting Farm Facts Demands Ultra-Modern Techniques:

Late in May 1961 some 700 farmers, teachers, and other experienced agricultural workers headed into farmland in 15 Southern and North Central States to begin a roundup of facts. Their survey included acreage measures, a count of the crops planted, and the number of livestock. During the growing season the teams determined the expected yield by measuring the stand, fruiting, stage of maturity, and other factors associated with yield per acre, on a scientifically chosen sample of fields.

This harvest of facts is part of the raw material that the Statistical Reporting Service of the U. S. Department of Agriculture projects into an ever-changing master portrait of agricultural production throughout the country, throughout the year.

The survey teams rely on the latest techniques of modern sampling methods--vast aerial maps, theories of probability, and the electronic wizardry of computer machines. But these tools are only the most recent development in an almost continuous service to the farmer and the nation.

This service started back in 1841, before the Department existed, when the Congress directed the Patent Commissioner to provide annual production figures for use by the agricultural community. Gathering and reporting agricultural statistics was one of the duties specified in the Act of Congress which created the Department in 1862.

The survey teams are just one part--and as yet a small one--of the Department's army of fact finders. Some 600,000 farmers and farm-connected businessmen supply these basic figures which are turned into reports on harvest, prices, farm labor and all the other check points needed for an orderly production and marketing of farm goods.

General Significance of crop and livestock estimates

Crops and livestock reports by USDA provide the farmer with an accurate measure of production and harvest conditions, information which is vital to the orderly marketing of our farm products and a steady supply of food and fiber for the entire nation.

Suggestions for follow-up

Bruce Graham, Statistical Reporting Serive, U. S. Department of Agriculture, Washington 25, D. C., to learn more about individual survey teams and how they work. S. R. Newell, chairman of the Crop Reporting Board, Statistical Reporting Service, U. S. Department of Agriculture, Washington 25, D. C., for the story of how the facts are analyzed, and how they get to the public. Bushrod Allin, chairman, Outlook and Situation Board, SRS, U. S. Department of Agriculture, Washington 25, D. C., for an account of how farmers use these facts in planning their production and marketing.

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November 1961

Consumers Surveys--From Cotton to Citrus--and Peas to Poultry:

Not long ago a pleasant but businesslike young woman was sitting in a Denver living room asking the lady of the house about the cotton in her life. The questions ranged from the appearance of the fabric to its durability.

When she had closed her notebook, thanked her hostess for her time, and departed, the young government researcher had completed an hour session that would be repeated with more then 2,000 women.

After time out for analysis, the Special Surveys Branch of the USDA's Statistical Reporting Service would issue a report stating what women like or dislike about cotton.

As the survey teams found for many articles of clothing, women give cotton high marks for appearance, comfort, durability, inexpensiveness, ease of sewing or mending, and adaptability.

Within days after publication, well-thumbed copies of the report would be searched over and studied in the headquarters of producer associations, in the offices of cotton mills, and in the workshops of clothing manufacturers. For the farmer, the mill owner, and the manufacturer all know they have to give the customer what she wants--the way she wants it--if they intend to sell their products.

General Significance of consumer surveys

The U. S. Department of Agriculture surveys consumers for their opinions of many farm products to help the farmer and the marketers tailor their production to the tastes of the public.

The surveys touch on a wide range of farm products and market outlets. Opinion studies have covered, among other products, cotton, wool, eggs, citrus fruit, leather, super-concentrated apple juice, frozen peas, poultry, types of bread, and fats and oils. Equally important are the studies of manufacturers' attitudes toward such possible farm outlets as the fibers used in automobile upholstery and in insulated wire and cable. Today the farmer and his customer may be half a continent apart; consumer surveys bridge the gap and give the customer a chance to talk shop with the farmer. He can, in effect, tell him why his goods are or are not selling well, or what he can do to improve them.

Follow-up Suggestions

Features on preparing questions that say what they mean; how the customer gets what she wants through opinion surveys; and what makes a good interviewer. Contact Wayne Dexter, Director of Information, Agricultural Economics, U. S. Department of Agriculture, Washington 25, D. C.

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November 1961

One U. S. Farmer Feeds Himself and 25 Others:

Farmers across the country are continuing a magnificent job of producing more than enough food for the growing U. S. population. The U. S. Department of Agriculture's Economic Research Service estimates that farmers will maintain near record volume despite a decrease in output in 1961.

Farm output has increased at an annual rate of 2.5 percent over the past 10 years while the population increased by 1.8 percent a year.

Farmers achieved their record output of the last few years with the fewest acres planted to crops in the past 40 years. Stepped-up production per acre accounted for the larger yields. At the same time, farm output per man-hour continues to increase. It was almost 7 percent higher in 1960 than in 1959 and has more than doubled since 1947-49.

General significance of farm output

During 1961 each farm worker in the United States produced enough food, fiber, and tobacco to supply himself and 25 other persons. A hundred years ago, the farmer could supply himself and only four other persons.

This staggering record of farm output means that Americans enjoy an increasing supply of farm goods for a smaller portion of their incomes. It also means that for the first time in the history of man, the terror of famine has been replaced by the problems of feast.

Increased farm efficiency has released workers for industrial production to give us the cars, refrigerators, houses, television sets, and all the other consumer goods that are such a mark of the American economy.

Suggestions for follow-up

Dr. Merton S.Parsons, Economic Research Service, U. S. Department of Agriculture, Washington 25, D. C., for the elements of farm efficiency and what it costs to run a farm today.

Dr. G. T. Barton, Economic Research Service, U. S. Department of Agriculture, Washington 25, D. C., for the story of how different farm regions compare in productivity.

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Farmers and Marketing Men Provide More Food for Less of Our Take-Home Pay:

American supermarkets are the housewife's dream and the world's envy--lettuce, fresh from California, wheat products from the Great Plains, oranges picked in the Florida sun, all as close as the nearby market. It's the taken-for-granted miracle of the American farm and marketing system, a system that gives Americans more food for less work than ever before in history.

The price tag on this limitless array of foods, according to the Economic Research Service, is only $1.08 a day for each American. In dollars and cents the bill is higher--by 20 cents--than it was in 1947-49. But in those days the food bill was worth 26 percent of our take-home pay. Now it is only 20 percent.

For instance, a decade ago an hour of factory work bought 2 1/3 pounds of chuck roast, 20 eggs, or 6½ quarts of milk. Today an hour buys 3 1/3 pounds of chuck roast, 42 eggs, or more than 8 quarts of milk.

General significance of food costs

Increased efficiency on the farm and in the marketing system have helped to keep food prices from rising as much as many other major expenses. Improvements in the marketing system have added to the convenience and variety of the U. S. food supply without appreciably adding to the cost.

Suggestions for follow-up

Dr. Winn F. Finner, assistant director of the Marketing Economics Division, Economics Research Service, U. S. Department of Agriculture, Washington 25, D. C., for more examples of improvements in the process of getting food from farmer to consumer.

Forrest E. Scott, Marketing Economics Division, Economic Research Service, U. S. Department of Agriculture, Washington 25, D. C., to describe the most important changes in the marketing system for food.

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November 1961

A "Private Eye" for the Potato; Slicing Watermelon Costs:

How do you look inside a fruit or vegetable without cutting it open? Impossible? Not so, according to USDA Agricultural Marketing Service scientists.

Thanks to a method of measuring light as it passes through fruits and vegetables, growers can tell whether their apples contain watercore, or if their potatoes have hollow heart. Also, wheat producers can measure smut content of their crop and poultry farmers can check on blood-spots in eggs.

But light isn't the only thing that has been put to work as a nondestructive, objective tool for the measurement of quality. Marketing research scientists are now working with the atom. An experimental machine--one of the few of its type in the world--counts the natural radioactivity in poultry, beef, lamb, and pork, allowing the scientist to forecast tenderness, and to determine proportionate amounts of fat and lean.

* * * * * *

When marketing researchers cast an inquisitive eye at the damage suffered by watermelons in transit they came up with the simple but effective notion of loading the melons cross-wise instead of end-to-end or jumbled.

The result? Melons coming to market with less damage, railroads raising shipping rates by 20 percent for melons not so loaded, better prices to farmers, more melons for consumers.

Estimated savings: $100 to $200 a car.

(more)

Tariff reductions, granted May 1, 1961 for loading cars heavier -- which proved feasible when melons were loaded cross-wise -- will save grower-shippers an estimated $600,000 a year, over and above the $100 to $200 per car saving already being derived from the cross-wise loading pattern.

Other savings, in terms of rate reductions, are now being obtained on heavier-loaded cars of other commodities, such as potatoes, cantaloups, lettuce, and celery. In all cases, marketing researchers checked to make sure heavier loading would not result in additional damage to commodities being shipped.

Suggested Follow-up

Karl Norris, AMS Market Quality Research Division, Beltsville, to learn about instrumentation research. USDA Photo Series No. 56 for pictures of the instruments in action.

W. C. Crow, AMS Transportation and Facilities Research Division, for the full story of the many physical facilities through which our food and fiber must pass on their way to the final user.

Omer W. Herrmann, deputy director of the Agricultural Marketing Service, for the overall story of marketing research.

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Marketing Service Workers Offer Varied Local Stories:

The best story is a local story. Many newspapers, magazines and supplements, radio and television stations cash in on the fact that most people are most interested in what their neighbors around them, and in their community, are doing that's interesting.

Food marketing has grown to such a huge industry, over such a widespread area that--wherever your paper, magazine, or station is--you're likely to find at least one good story of a USDA marketing worker performing some interesting, unusual task--that helps all of us to eat better.

Some of those workers are determining the quality of meat, or poultry, or butter, or fruits and vegetables--fresh, or frozen, or canned. Others are getting out into the city's wholesale market early in the morning to get a full report of what's sold there, and for how much. Others will be classing cotton, or inspecting tobacco, or grain, Still others will be observing operations of traders in the food markets, to be sure they comply with the several fair trading laws which protect producers and consumers alike.

Suggested Follow-up Interviews

You can likely find the name and address of a USDA marketing man near you, engaged in an interesting activity good for a local story, by looking up Agricultural Marketing Service under the U. S. Department of Agriculture, in the U. S. Government listing in your telephone book.

If you shouldn't find one in your immediate area, the following AMS information officers will be able to suggest stories near you:

Northeast: Daniel A. Alfieri, MID, AMS, USDA, 346 Broadway, New York 13, N. Y.

Southeast: Arthur W. Susott, MID, AMS, USDA, 50 Seventh St., N.E., Atlanta 23, Ga.

Midwest: Paul B. Ostendorf, MID, AMS, USDA, 536 South Clark St., Chicago 5, Ill.

Southwest: Harold C. Bryson, MID, AMS, USDA, 708 Jackson St., Dallas,2, Texas

Western: James S. Livingstone, MID, AMS, USDA, 630 Sansome St., San Francisco 11, Calif.

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November 1961

Go Back to School for Good Food Feature:

Some 63,000 schools participate in the National School Lunch Program administered by the Food Distribution Division of the Agricultural Marketing Service, U. S. Department of Agriculture.

These schools do more than just put a good lunch in front of the children. They make these lunches as attractive as possible and the lunch room situation as pleasant as possible.

The idea is to get the children to eat good lunches--the highly nutritious meals offered by the school at low cost. How they do it is up to the individual schools and herein lies your story. For example:

*In the Parklane School in East Point, Ga., food education is tied closely to activities of the cafeteria. Children become acquainted with new foods at tasting parties in the classroom; they prepare skits and plays based on food facts.

*Southern schools tempt the youngsters with southern fried chicken and cornbread. In other parts of the country, schools cater to their particular regional eating habits.

*A school in the Kentucky hills turns out hot lunches from an 8-by-10-foot kitchen without a water supply. All water is carried in by the cooks.

*In Martinsville, Ind., 385 school lunches are prepared in a central kitchen and toted to schools that do not have kitchen facilities. Special "hot food" boxes are used; the lunches go by station wagon.

*Because teenagers hate to wait, many high schools have double lunch lines.

*Many other schools offer a choice of menu to high schoolers. In Omaha, Neb., students are allowed to choose every day from three Type A lunches priced at 25 cents, 30 cents and 40 cents.

*Education on good etiquette is frequently tied in with the lunch program.

For other information about the National School Lunch Program, contact: Herbert D. Rorex, Chief, School Lunch Branch, Food Distribution Division, Agricultural Marketing Service, U. S. Department of Agriculture, Washington 25, D. C. Or inquiries may be made at any of the FDD area offices. These are located in New York, Atlanta, Chicago, Dallas, and San Francisco.

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November 1961

Farmer Cooperatives Do $15 Billion Yearly Business:

Fifteen billion dollars is a lot of money. But it represents the yearly business being done by farmer cooperatives.

Marketing, farm supply, and related service cooperatives totaled a $15.2 billion business volume in 1958-59, according to the Farmer Cooperative Service's last yearly national survey. This figure represents the business of 9,735 cooperatives with memberships of almost 7.6 million. Dairy products, grain, and livestock--in that order--make up more than half the total.

In 1913, when the U. S. Department of Agriculture made the first national survey, 3,100 cooperatives--with memberships of 650,000--reported a $310 million business.

Economic Integration Studied

Each year since 1929, this national survey has reflected the number, membership, and business volume of marketing, farm supply, and related service cooperatives. These facts and figures are used by cooperative management to help them make sound management decisions, and by students and research and college workers to study trends in cooperative operations.

The FCS also assembles, on a periodic basis, detailed information on integrated business operations of cooperatives--that is, handling farmer products all along the line toward the consumer or performing added services in acquiring farm supplies. The first of these studies was on petroleum operations. The second was on dairy operations. The third, on feed, has recently been completed.

These three studies, plus a number of intensive case studies on how individual cooperatives have fared in their integrated activities, have given a clearer picture of how far cooperatives have gone in adapting economic integration to their members' needs. They also indicate what benefits farmers get by gaining some control over their marketing and purchasing.

Suggested Follow-up Interviews

Further information is available from Anne Gessner, Chief, History and Statistics Branch, or Beryle Stanton, Director, Information Division, both of Farmer Cooperative Service, U. S. Department of Agriculture, Washington 25, D. C.

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F-23

1862 1962

UNITED STATES DEPARTMENT OF AGRICULTURE

CENTENNIAL

MEDIA FEATURE TIP

Growth Through Agricultural Progress

November 1961

Laying Livestock Losses on the Line:

Each year the livestock industry sees millions of dollars go down the drain through injury, condemnation, and death of animals being handled and transported for marketing and processing. Such losses hit the consumer's pocketbook, too. A research program started in 1954 by the U. S. Department of Agriculture's Farmer Cooperative Service, has provided vital information needed to reduce these losses.

Bruise loss to cattle alone amounts to over $12 million a year, while all handling and transportation losses to hogs exceed $22.6 million a year. A recent FCS study puts a price tag of about $1.75 million on such losses for sheep and lambs.

Conditions Being Corrected

Specific handling conditions and practices can cause various kinds of losses, the studies showed. For example, some livestock going by truck suffered or died from overcrowding, improper ventilation, lack of bedding or skimpy bedding, and lack of partitions. Pneumonia condemnations of hogs were quite high for long distance rail shipments during the winter. Abusive and excessive use of persuaders or "hurried handling" resulted in large loss increases, especially carcass bruise damage.

Using such knowledge, stockyard companies are improving facilities and instructing yard personnel to handle live animals safely. Truckers and railroad companies are correcting hazardous conditions in vehicles and bad handling in loading, unloading, and over-the-road transport. Packers are changing their plant facilities or slaughter techniques.

And, indirectly, the consumer benefits.

Suggested Follow-up Interviews

Joseph E. Rickenbacker, Transportation Division, Management Services Division, Farmer Cooperative Service, Washington 25, D. C.

Beryle Stanton, Director, Information Division, Farmer Cooperative Service, Washington 25, D. C., for information on publications.

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1862 1962

UNITED STATES DEPARTMENT OF AGRICULTURE

CENTENNIAL

MEDIA FEATURE TIP

Growth Through Agricultural Progress

November 1961

Checking Egg Costs:

Just about everybody is interested in lower egg costs, from the farmer who produces the eggs to the consumer who buys them. But before egg handlers can reduce costs, they have to know just what they are.

Reports recently published by the U. S. Department of Agriculture's Farmer Cooperative Service, itemized egg handling costs for several farmer cooperatives in the Northeast, North Central, and Western areas of the United States.

14 Operations Analyzed

For the first time, detailed costs and labor output were obtained by handling operations--14 in all. They were: Collecting, receiving, sizing, inspecting, candling, cartoning, packing cartoned eggs, coopering cases, stacking eggs in holding rooms, loading out, delivering, shell treating, shell cleaning, and egg breaking.

Labor costs of the 14 operations averaged nearly 43 percent of total egg handling costs, the reports showed. Materials to handle and package the eggs added another 33 percent. Truck costs accounted for more than 13 percent, and miscellaneous costs amounted to a little over 11 percent.

Labor costs of cartoning eggs ranged from nearly 30 cents a case to more than 74 cents a case. The number of cases of eggs cartoned a man-hour differed widely , too. They ranged from 2.2 cases to 6.7 cases a man-hour. Hourly cost of labor ranged from 89 cents an hour to $2.60 an hour.

By comparing costs of their individual operations with those of other firms, egg handlers can pinpoint out-of-line costs and, if possible, correct them.

Suggested Follow-up Interviews

Harry E. Ratcliffe, Poultry Branch, Marketing Division, Farmer Cooperative Service, Washington 25, D. C., for specific information on cutting costs of handling eggs.

Beryle E. Stanton, Director, Information Division, Farmer Cooperative Service, Washington 25, D. C., for information on publications.

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1862 1962

UNITED STATES DEPARTMENT OF AGRICULTURE

CENTENNIAL

MEDIA FEATURE TIP

Growth Through Agricultural Progress

November 1961

The World Is America's Shopping Center:

Cloves from Zanzibar, pepper from India, and vanilla from Madagascar -- these are only a few of a host of agricultural products imported each year by the United States. The annual $4 billion value of such products makes the United States the world's second largest agricultural importer, while maintaining its world position as the No. 1 exporter.

Part of the job of USDA's Foreign Agricultural Service is to keep track of world supplies of coffee, sugar, tea, cocoa, kapok, and many other foods and fibers that Mr. and Mrs. America expect to find at their favorite store. Becuase of these agricultural imports, many foreign countries earn U. S. dollars which they use to buy farm products from us. Nationalist China, for example, gets U. S. dollars from citronella oil; Morocco, from canary seed; Mozambique, from sisal and henequen; Japan, from canned Mandarin oranges.

Also on the long list of U. S. agricultural imports are geranium oil from Algeria; pistachio nuts from Afghanistan; pig bristles, for fine brushes, from Korea; quinine and other herbs from Latin America; cashmere from Iran; ostrich feathers from South Africa; and raw silk from Japan.

Suggested Follow-up Interviews

P. K. Norris and Leslie Hurt, Sugar and Tropical Products Division, Foreign Agricultural Service, U. S. Department of Agriculture, Washington 25, D. C.

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1862 1962

UNITED STATES DEPARTMENT OF AGRICULTURE

CENTENNIAL

MEDIA FEATURE TIP

Growth Through Agricultural Progress

November 1961

U. S. Agriculture Goes to World's Fairs:

Since 1955, U. S. farm products have been seen, sampled, and sold at nearly 100 trade fairs around the world.

Visitors to these big international exhibitions have eaten U. S. fried chicken, smoked cigarettes made of American tobacco, and watched the preparation of meals from the vast array of U. S. convenience foods. They have also attended fashion shows featuring clothes of U. S. cotton, and have gazed at cattle and other livestock that have thrived on U. S. feed grains.

U. S. agriculture began going into these fairs six years ago when market development funds became available through sales abroad of U. S. surplus farm commodities under Public Law 480. Since then, people in more than 20 countries--ranging from Poland to Peru, and Britain to Burma--have had a chance to become acquainted with our farmers' products.

The Foreign Agricultural Service and other agencies of the U. S. Department of Agriculture work with various trade groups to make fair exhibits effective.

In 1961, U. S. agriculture took two big steps forward in "fair" business. For the first time, an all-U.S. exhibit was staged at Hamburg, Germany; and in London, England, a permanent U. S. Trade Center was established jointly by the Departments of Commerce and Agriculture.

Suggested Follow-up Interviews and Data

Kenneth K. Krogh, International Trade Fairs Division, Foreign Agricultural Service, U. S. Department of Agriculture, Washington 25, D. C.

James Howard, Trade Projects Division, Foreign Agricultural Service, U. S. Department of Agriculture, Washington 25, D. C.

"Modern Trade Fairs Have a Long History," Foreign Agriculture magazine, April 1960.

1862 1962

UNITED STATES DEPARTMENT OF AGRICULTURE

CENTENNIAL

MEDIA FEATURE TIP

Growth Through Agricultural Progress

November 1961

U. S. Poultry Now a Favorite Abroad:

A ready-to-cook U. S. fryer in Egypt was about as remote a few years ago as the appearance of a camel on the White House Lawn.

Today, U. S. chicken is not only found on Cairo menus, but is also being served at the rate of about 500,000 pounds a day in nearly 60 countries throughout the world--thanks to the market development efforts of USDA's Foreign Agricultural Service and the U.S. poultry industry.

Since 1930, when FAS was first established, U. S. canned and frozen poultry exports have soared from 3 million pounds to about 180 million pounds annually. Sales to West Germany alone add up to more than 60 million pounds annually; the Swiss take over 20 million; and on any given day of the year, more than 10,000 pounds enter the free port of Rotterdam, marine gateway to half the world.

Much of American poultry's popularity abroad is due, of course, to its competitive price and its quality; but concentrated market promotion activities have also boosted foreign sales. In Egypt, for example, homemakers at first had difficulty in properly preparing the young American fryer; but demonstrations by U. S. culinary experts helped popularize the American bird. In some European markets, the problem was different: import restrictions. Through cooperative work at an international level, FAS has helped obtain relaxation or removal of many of these restrictions.

Suggested Follow-up Interviews

Clifton C. Warren and Herbert W. Ford, Dairy & Poultry Division, Foreign Agricultural Service, U.S. Department of Agriculture, Washington 25, D.C.

Kenneth K. Krogh, International Trade Fairs Division, Foreign Agricultural Service, U.S. Department of Agriculture, Washington 25, D.C.

1862 1962

UNITED STATES DEPARTMENT OF AGRICULTURE

CENTENNIAL

MEDIA FEATURE TIP

Growth Through Agricultural Progress

November 1961

Water in Snow Storage on Tap When Needed:

In western areas where the main sources of water supply are on the mountainous slopes of National Forests, research workers of the U. S. Department of Agriculture's Forest Service have made some vital discoveries concerning the water content and melt rate of snowfields.

Snowfields in the alpine zone of the Rocky Mountains, for instance, have been found to have a water content of 75 percent and constitute the major source of summer streamflow from this area. In addition, research findings disclosed that the melt rate of these snowfields could be increased or decreased by applying different substances to the snow surface. This makes water more rapidly available when needed, or the water can be retained until later in the summer or fall.

These findings should be of great importance to all segments of the local economy, particularly agriculture, because they constitute another major step toward the solution of water-shortage problems.

Suggested Follow-up Interviews

Herbert C. Storey, director of the Division of Watershed Management Research, Forest Service, Washington 25, D. C.

Gordon L. Salmond, director of the Division of Watershed Management, Forest Service, Washington 25, D. C.

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1862 1962

UNITED STATES DEPARTMENT OF AGRICULTURE

CENTENNIAL

MEDIA FEATURE TIP

Growth Through Agricultural Progress

November 1961

Viruses, Parasites, and Predators Used to Combat Forest Insects:

The Forest Service of the U. S. Department of Agriculture, in its ceaseless fight against injurious forest insects, has resorted to biological warfarein an effort to control these pests.

Viruses affecting several species of forest insects have been discovered, identified, collected, and propagated. A virus spray, for example, can now be used to control the European pine sawfly in red pine plantations. Other sprays have been successfully applied from airplanes to control insect outbreaks.

To aid in the control of several species of highly destructive insects accidentally introduced from abroad, over 200 species of parasites and predators of these insects have been collected and introduced into this country. At least 60 species are known to be established here.

Further research on biological control of insects should make it an effective weapon in combating infestations and checking losses inflicted on the Nation's forests. Losses to timber supplies attributed to insects and diseases exceed those caused by forest fires.

Suggested Follow-up Interviews

James A. Beal, director of the Division of Forest Insect Research, Forest Service, Washington 25, D. C.

Warren V. Benedict, director of the Division of Forest Pest Control, Forest Service, Washington 25, D. C.

Photography Division, Office of Information, U. S. Department of Agriculture, Washington 25, D. C.

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1862 1962

UNITED STATES DEPARTMENT OF AGRICULTURE

CENTENNIAL

MEDIA FEATURE TIP

Growth Through Agricultural Progress

November 1961

Antibiotics Make Their Way Into the Plant Kingdom:

Plant pathologists of the U. S. Department of Agriculture's Forest Service have found a new way of combating a destructive tree disease known as white pine blister rust. Infecting and destroying millions of valuable trees, this disease has been difficult and costly to control. A new hope seems to lie in the use of antibiotics.

Recent research on ways to promote the penetration of antibiotics in pines opened up a new method of controlling the disease. This method can save trees that would otherwise have been doomed. Infected trees are sprayed with antibiotic fungicides which are absorbed through the bark or needles and translocated sufficiently to kill the fungus. Successful use of this method will return to white pine production thousands of acres of forest land that previously had been written off as too favorable for the development of the deadly blister rust.

Economic significance of this finding will be shown in the elimination of costly controls and the addition of new and healthier timber crops to the Nation's wood supply.

Suggested Follow-up Interview

John R. Hansbrough, director of the Division of Forest Disease Research, Forest Service, Washington 25, D. C.

Photography Division, Office of Information, U. S. Department of Agriculture, Washington 25, D. C.

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1862 1962

UNITED STATES DEPARTMENT OF AGRICULTURE

CENTENNIAL

MEDIA FEATURE TIP

Growth Through Agricultural Progress

November 1961

Airborne Fire Extinguishers Effective Against Forest Fires:

The two most effective forest fire combatants developed, aside from prevention campaigns, have been parachuting smokejumpers and the use of retardant solutions. These are the outcome of constant studies and experiments conducted over the years by the Division of Forest Fire Research in the U. S. Department of Agriculture's Forest Service.

The idea of dropping parachutists near a forest fire was formulated by the Forest Service and developed into a highly organized fire-attack system through experiments, evaluations, and comparative studies. The same procedures demonstrated the superiority of retardant solutions over water in air drops from helicopters and air tankers.

Broad Significance of the Findings

These two methods of air attack have proved invaluable weapons in the face of the ever-present danger of forest fires. Their use has contributed dramatically to a decrease in the number of acres burned each year as a result of fires caused by man or nature. They represent two more examples of man's ingenuity in bringing fire under more effective control.

Suggested Follow-up Interviews

A. A. Brown, director of the Division of Forest Fire Research, Forest Service, Washington 25, D. C.

Merle S. Lowden, director of the Division of Fire Control, Forest Service, Washington 25, D. C.

Photography Division, Office of Information, U. S. Department of Agriculture, Washington 25, D. C.

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1862 1962

UNITED STATES DEPARTMENT OF AGRICULTURE

CENTENNIAL

MEDIA FEATURE TIP

Growth Through Agricultural Progress

November 1961

Recreation - the Extra Resource of the Forest:

Americans are surging to the outdoors. They are going "back to nature" for their vacations. But did you ever wonder why?

One man explained it this way: "It is not difficult to understand why American families are clamoring to go camping. Most of our people live in urban surroundings, and our ties with the woods, streams, and mountains are tenuous at best. It is no wonder that families like ours are so thrilled by a camping experience.

"Can you imagine turning off a burning Nevada desert to drive up a canyon into the Humboldt National Forest and finding a campsite beside a small stream that winds through a flower-strewn meadow? Can you imagine the wide-eyed excitement of a small boy who rushes back to a campsite high in the Bighorn Mountains to report a herd of deer peacefully grazing up the draw? Can you imagine huddling around a campfire helping little girls toast marshmallows, with a small gale driving the waves of the Pacific onto a beach nearby? These are experiences that come only rarely in any lifetime, but they explain why the American people want to camp."

That is the answer of Joseph W. Barr, Assistant to the Secretary of the Treasury, who took his wife and five children on a national forest camping trip lasting several weeks.

This year (1961) Americans paid more than 100 million recreation visits to their national forests, double the number made only five years ago in 1956.

All Americans are welcome to use and enjoy the public forests, but Agriculture Secretary Orville L. Freeman has also asked their help in protecting forest lands from fire and lowering the costs of maintaining recreation areas.

Suggested Follow-up Interviews

John H. Sieker, director, Division of Recreation, Forest Service, Washington 25, D. C.

Photography Division, Office of Information, U. S. Department of Agriculture, Washington 25, D. C.

1862 1962

UNITED STATES DEPARTMENT OF AGRICULTURE

CENTENNIAL

MEDIA FEATURE TIP

Growth Through Agricultural Progress

November 1961

"All-Risk" Crop Insurance Aids Drought-Stricken Farmers:

The need and purpose of Federal crop insurance cannot be better illustrated than by the role this self-help program plays in the face of a widespread crop disaster.

Northern Great Plains farmers, faced in the summer of 1961 with the most serious drought since the 1930's, not only have lost any expected profit from their grain crops but the tremendous amount of money invested in trying to produce those crops.

Many farmers who had the foresight to prevent a total financial setback are realizing their participation in the Federal "All-Risk" Crop Insurance program was the "life-saving" step toward economic stability.

From $6 to $8 million in indemnities are expected to be paid by the Corporation to farmer-policyholders in the State of North Dakota alone.

This money in many cases will enable the farmer to remain on the farm.. to seed his crop another year... to maintain his credit and help to cushion the financial blow to rural communities.

By participating in a sound investment protection plan of insurance, the farmer has built a foundation of security for himself... his family and his community.

Suggested Follow-up Interviews

Ross Dimock or Mel Reed, Federal Crop Insurance Corporation, U. S. Department of Agriculture, Washington 25, D. C.

Peter J. Kettwig, FCIC State Director, 325 deLendrecie Building, Fargo, N. D.

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F-34

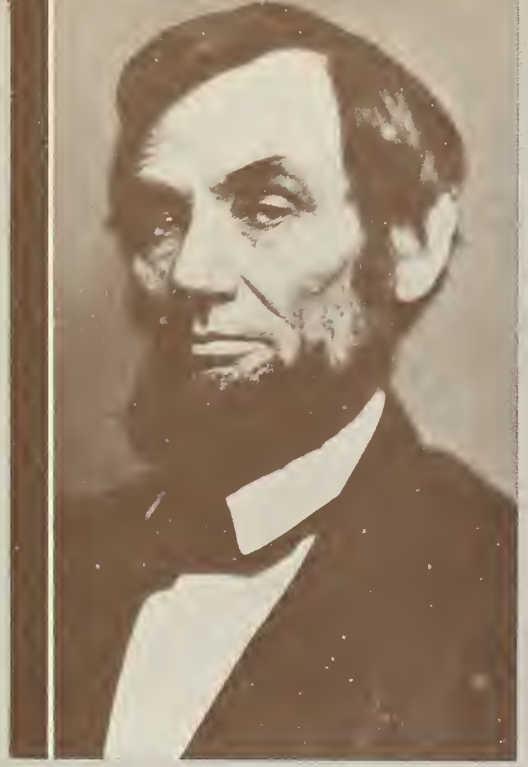
Growth Through Agricultural Progress

BN 14881X

100 YEARS OF SERVICE

UNITED STATES DEPARTMENT OF AGRICULTURE

N 38305



BN 14675X

PRESIDENT ABRAHAM LINCOLN on May 15, 1862, signed the Act which reads:

Be It Enacted by the Senate and House of Representatives of the United States of America in Congress assembled.

That there is hereby established at the seat of government of the United States a Department of Agriculture, the general designs and duties of which shall be to acquire and to diffuse among the people of the United States useful information on subjects connected with agriculture in the most general and comprehensive sense of that word, and to procure, propogate, and distribute among the people new and valuable seeds and plants.

2085C

ISAAC NEWTON first Commissioner of Agriculture, seated amidst his aides, organized the Department of Agriculture and planned its programs for a Nation torn apart by war.

In 1905, James Wilson, Secretary of Agriculture 1897–1913 and patriarch of USDA's research, broke ground for the Department's present Administration Building.

1897B

N 12111

N 24277

RESEARCH is a basic function of the Department. At the Agricultural Research Center, Beltsville, Md., and field stations throughout the country, scientists have learned how:

- to feed livestock with matchless efficiency
- to breed crop varieties to specification
- to substitute machines for muscle-power
- to devise effective methods of pest control
- to protect and make full use of natural resources
- to provide man's food needs for growth and health
- to measure and maintain food quality

BN 14883X

22514

BN 14884X

BN 14882X

EXPERIMENT STATIONS

at the land-grant colleges and universities have made major contributions to the Nation's agriculture. From the early studies of animal nutrition in Pennsylvania to the recent development of improved onion varieties in Idaho and a mechanical tobacco harvester in North Carolina have come research results to make America's agriculture the most advanced in the world. Oldest existing experimental plots in the United States are the Morrow Plots established in 1876 in Illinois.

17266

S-14156

BN 14885X

EXTENSION

. . . the education arm of the Department of Agriculture, had its beginning soon after the turn of the century. The Smith-Lever Act made it official in 1914. County agents and home demonstration agents pioneered the service that now reaches into all facets of farm and family living in every county in the United States. Extension also serves 2,250,000 4-H Club members.

FORESTRY

. . . programs of the Department of Agriculture have paced the progress of forest conservation in America through the years. These programs now encompass management of 186 million acres in the National Forest system; cooperation with the States and private forest land owners; and forestry research. Overall goal: maximum multiple use of the Nation's wild lands for water, wood, forage, wildlife, and outdoor recreation.

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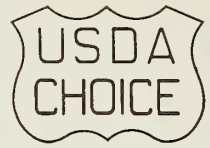
474366

494692

N 39317



MARKETING advances in the last 50 years have matched the miracles of production of food and fiber in the United States. Through marketing research, regulatory programs, and grading, inspection, and market news on farm products, the Department of Agriculture has helped to bring greater efficiency, fairness, higher standards of quality, and expanded outlets to the marketing process. It is helping to maintain competitive free enterprise in the marketing of farm products.

12729

BN 14886X

BN 14887X

FOOD has been America's bulwark in war and peace. The Department of Agriculture has geared its programs to assure that all of our people will be well fed. Produced, processed, protected, and prepared by the most up-to-date methods known to man, American food is a bargain. This food supply moves in a never-ending lifeline to our homes, our schools, our armed forces, and our friends in other countries.

DN 1350

N 25366

BN 14848X (USMC)

BN 8423X

TEX-12653

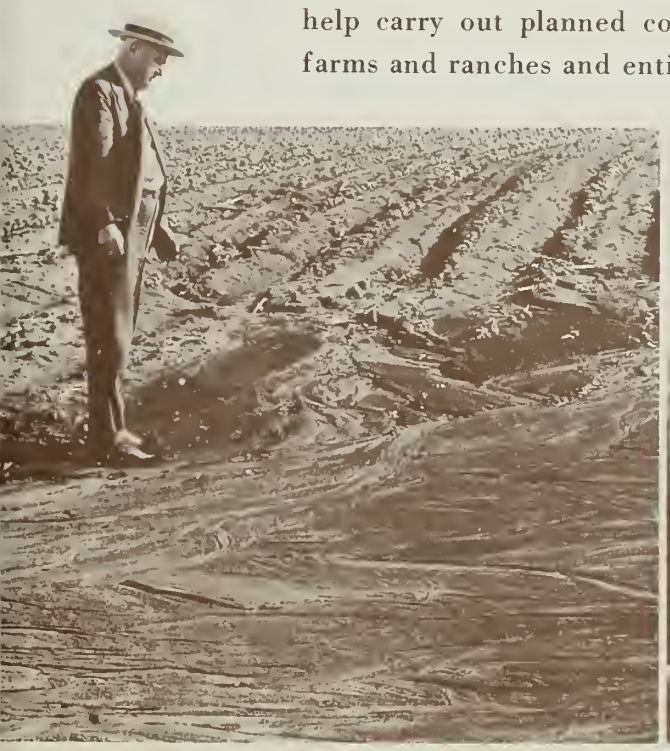
7088 2-B

N 18806

ADJUSTMENT

. . . was an outgrowth of agricultural abundance following two world wars. As farm production exceeded demand, the Congress and the Department of Agriculture applied programs to protect farmers against economic disaster. Programs for acreage adjustment, conservation, price support, and crop insurance were tailored to maintain a stable agriculture and a virile economy.

CONSERVATION has changed the face of American land. Early in the 1930's pioneer soil conservationists warned of the dangers of soil erosion. Starting with the help of the depression-born Civilian Conservation Corps, we built a national program of soil and water saving practices and better land use, supported by technical, financial and educational aid from USDA. More than 2900 local soil conservation districts help carry out planned conservation work on farms and ranches and entire watersheds.



C-8123

SC-10392

MINN-1731

COOPERATIVES

. . . have a major role in the growth of agricultural enterprises in the United States. With such humble beginnings as this California citrus shed in 1892, cooperative activities have grown to include nearly 10,000 producer-owned organizations. Department of Agriculture's research studies on cooperatives cover important phases of operations in marketing, purchasing, and related farm services.

4888X

4889X

BN 14890X

N-39597

N-39661

13,758

CREDIT has spelled opportunity for millions of farm families.

Loans provided through the Department of Agriculture's credit services have helped rural people obtain land, equipment, livestock, buildings, electricity, telephones, and other modern conveniences.

These loans, accompanied by farm and money management assistance, have helped farm families keep pace with rapidly changing conditions in agriculture.

13,586

ECONOMICS

. . . and statistics work of the Department helps farmers evaluate their role in economies of the Nation and the world. As their ancestors did a century ago, more than 500,000 farmers and businessmen regularly contribute data for several hundred statistical reports, such as the one being signed by Secretary of Agriculture Orville L. Freeman. USDA economists study domestic and foreign trends and new developments in agricultural production, marketing, population, and consumption.

BN 8633X

N 39692

BN 14891X

BN 14892X

FOREIGN SERVICE

in behalf of U.S. farmers has long been a Department of Agriculture activity. Export sales of corn were promoted as far back as the 1889 Paris Exposition, but the big foreign job then was bringing back the world's best plants and animals to improve U.S. farming. Today, the improved crops from 1 of every 6 harvested acres are exported. Foreign sales are promoted through the trade fairs and other means. A worldwide reporting corps of agricultural attaches helps in many ways.

BN 14893X

BN 14894X

HOW TO OBTAIN PRINTS

Photographs are free to public media from Photography Division, Office of Information, U.S. Department of Agriculture, Washington 25, D.C. Others may purchase prints (8×10) at $1.10 each from the same address.

Growth Through Agricultural Progress

BN 14895X

AGRICULTURE has made spectacular progress in the United States during the last century (1862–1962). Sharing in that record of progress, the Department of Agriculture observes its Centennial with pride in the past and faith in the future. This picture story has shown some of the programs and people who have contributed to agriculture's achievements.

U.S. DEPARTMENT OF AGRICULTURE, CENTENNIAL COMMITTEE, NOVEMBER 1961

1862 1962

Growth Through Agricultural Progress

UNITED STATES DEPARTMENT OF AGRICULTURE

CENTENNIAL

November 1961

To Writers, Editors and Broadcasters:

This USDA Centennial information kit has been produced primarily to provide interesting and historical background to those who wish to disseminate information to the public in connection with the observance in 1962 of the U. S. Department of Agriculture's Centennial.

May 15, 1962--the anniversary of the actual signing 100 years ago by President Abraham Lincoln of the legislation creating the Department--is the high point of the observance. However, since many media and other outlets must plan several months in advance in the use of information, the kit is being made available now to allow lead time for this purpose.

While the materials in the kit have been prepared for writers, editors, and broadcasters, some items--such as the fact sheet--will be produced in greater quantities for other outlets. The kit contains:

Statement by Secretary of Agriculture Freeman--Announcement of a World Food Forum as the opening event of the USDA Centennial, and remarks by Secretary Freeman on agriculture's contributions to the national welfare.

Fact sheet--Giving background of the purpose of the Centennial observance, information sppeals, agriculture's status in today's national economy, agricultural achievements, and historical facts.

Presidential Proclamation--Issued by President John F. Kennedy on August 25, 1961, designating 1962 as the Department's Centennial year.

Agency Background statements--Information prepared by USDA program agencies on origin of activities and achievements.

Media features--Tips prepared by USDA agencies on interesting features of agency activities, with suggestions where follow-up information may be obtained in Washington and at field points.

Centennial symbol--A color reproduction of the Centennial symbol, and black and white reproductions in various sizes for general use in printed and other material.

USDA Leaflet P.A. 394, "How the USDA Serves You"--an explanation in brief form of all Department activities.

(more)

Picture story--A series of historical and present-day photographs encompassing the broad field of USDA endeavor which has developed over the years.

Picture series of Commissioners and Secretaries of Agriculture--Reproductions of photos of all Commissioners and Secretaries of Agriculture since the Department was established, with brief background on each.

Leaflets listing special media materials to be available:

a. 16 mm. Films, Filmstrips, Slide Series--Suggested materials for Centennial year viewing includes Centennial motion picture, "Agriculture U.S.A." and series of 13½-minute films for television and other use.

b. Publications--Centennial history of the Department and 1962 Yearbook, and other USDA publications effective for Centennial purposes.

c. Exhibits--Will feature "Miracle of Meat" and the Centennial photography exhibit, "The Changing Faces of Our Land."

d. Radio and television--Special radio tape series and television spots and other features.

Speakers' Bureau--Explanation of how the Department's Centennial Speakers' Bureau can help various groups present programs on agriculture.

County Centennial Chairmen. USDA employees in each county have selected a County Centennial Chairman to coordinate Centennial observance activities. A kit is being furnished to each chairman. The name of the chairman may be obtained from the office of the county agent.

Special Service to Newspapers. The Centennial Committee will release 4 pages of stories, photographs, and advertisements to newspapers through The Publishers' Auxiliary next spring. All advertisements and photographs in the special section will be available by March 1, either in mat or glossy proof form, to newspapers. This will allow editors sufficient time to sell ads to local dealers, businessmen, banks, and other interested organizations for the development of special editions before the opening date of the Centennial on May 15, 1962.

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1862 1962

Growth Through Agricultural Progress

UNITED STATES DEPARTMENT OF AGRICULTURE

CENTENNIAL

November 1961

World Food Forum to Inaugurate USDA Centennial:

National and international food and agriculture authorities will meet in Washington, D. C., May 15, 1962 in a World Food Forum inaugurating the Centennial observance of the U. S. Department of Agriculture.

President Abraham Lincoln on May 15, 1862, signed the enabling legislation which created the Department.

In recognition of its 100 years of progress, President Kennedy issued a proclamation last Aug. 26 designating 1962 as the United States Department of Agriculture Centennial year.

In the proclamation, the President called on the Department to "plan and to participate in appropriate activities recognizing the anniversary to the end that the centennial may serve as an occasion to commemorate the contributions of agriculture to the health and welfare of every citizen, to the national well-being, and to the development of emerging nations."

Secretary of Agriculture Orville L. Freeman states that the theme for the Centennial is "America's Strength Depends Upon a Progressive Agriculture."

As the opening Centennial event, the World Food Forum has a fourfold purpose:

(1) To recognize the pre-eminence of American agriculture and agricultural technology,

(2) To provide an international exchange of views on current and emerging world problems by world authorities in the fields of agricultural techniques, economics and sociology,

(3) To advance the application of modern agricultural science in less-developed countries of the world, and

(4) To signal the 100th anniversary of the U. S. Department of Agriculture.

The forum will run from May 15 through May 17, 1962.

In addition to international agricultural authorities, invitations will be extended to U. S. leaders in science, agriculture, industry, labor, education, communications, land-grant colleges and universities, and Government. Special emphasis will be given consumer and urban interests.

"In view of the national and international stature enjoyed by American agricultural achievement, the World Food Forum will be an especially fitting means of beginning the Department's Centennial observance," Secretary Freeman said.

(more)

"I am proud to be Secretary of Agriculture at the time the Department will be completing its one-hundredth year of service to our Nation. This will be an occasion for all of us to reflect upon the blessings that have come from the richness of our land and the skill of our people.

"Our farmers are in the vanguard of the great technological revolution of the mid-Twentieth Century. They have used new knowledge to produce an agricultural science superior to any in the world. America's free farmers each year produce some 80 percent more on one-third fewer acres than the regimented farmers of the Soviet Union--and they do it with only one-eighth of the number of workers employed in agriculture.

"So it is that the individual farmer and rancher are the real architects of our productive and efficient agriculture. "They have put to constructive use the research, service, products, and knowledge provided by the Department and others."

"The Centennial comes when man is reaching out to the frontiers of space. But to millions of hunger-ridden people throughout the world, the science of producing food is the most important science of all--far more responsive to their needs today than the science of discovering new worlds.

"The story of American agriculture, in a real sense, is the great success story of this century. During the Centennial observation we shall undertake to tell all Americans about the great contribution our farmers are making not only to our own national welfare, but to the welfare of developing nations eager to move forward with our help. From our farms we are sending them desperately needed food, knowledge of modern methods, and, perhaps most important of all, an example of what man can do in freedom."

The Department's Centennial coincides with that of the land-grant universities and colleges. These institutions, closely associated with USDA in development of American agriculture, will be celebrating the 100th anniversary of the Morrill Act. This Act founded a new concept in publicly supported higher education and established a pattern of Federal-State relationships in agriculture which has served as a model for other cooperative activities both at home and abroad. Many events will be jointly observed by the Department and the land-grant colleges.

Secretary Freeman pointed out that while the Department has provided leadership and has made significant contributions to a highly efficient agriculture, many others also have contributed. Farm organizations and State departments of agriculture are among the many groups that have worked along with USDA and land-grant institutions.

Secretary Freeman invites all groups interested in agriculture to participate in Centennial activities.

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FEATURED EXHIBITS 1962

for the Department's centennial year

UNITED STATES DEPARTMENT OF AGRICULTURE · CENTENNIAL COMMITTEE · NOVEMBER 1961

CENTENNIAL YEAR EXHIBITS...

with strong public appeal

During its Centennial Year – 1962 – the Department of Agriculture will feature two exhibits, both of which have broad and strong public appeal. They are "THE CHANGING FACES OF OUR LAND" and "THE MEAT MIRACLE."

"THE CHANGING FACES OF OUR LAND" is the Department's Centennial Photography Exhibit. More than 650,000 photographs have been reviewed in a search for 300 that depict the development of American agriculture over the past century – and its impact on our economic, cultural, and spiritual life. The exhibit will include the work of many of America's outstanding photographers.

"THE MEAT MIRACLE" has been designed to tell consumers the story of our abundant meat supply . . . its production . . . distribution . . . nutrition . . . healthfulness . . . and the bargain that is meat.

A list of the large number of other exhibits available from the Department, without cost, may be obtained upon request.

THE CHANGING FACES OF OUR LAND

Three hundred photographs portray how farm and city people . . . agriculture and industry . . . have developed and progressed together. The exhibit depicts not only a century of scientific and technological advance, but also the contributions of agriculture to the health and welfare of every American, and the interdependence in our national development of agriculture with transportation, marketing, manufacturing, and communication. It shows farm people at work, at home, at worship, and at play. It includes many of the problems that have challenged American agriculture.

STRUCTURE

The walk-through structure is composed of two sections, each 25 feet square and 8 feet high. Shipping weight is approximately 5,000 pounds.

AVAILABILITY

The exhibit opens in the Department of Agriculture in Washington on May 14, 1962. After June 22, 1962, it will be available for viewing throughout the country.

THE MEAT MIRACLE

Meat is the largest single item in food budgets. Yet, in terms of effort, meat is taking a smaller part of our income.

Meat is our most popular food. It's never been so good . . . clean and wholesome.

It's a big job to provide Americans with meat . . . when, where, and how they want it . . . for the family table, the dinner pail, the restaurant menu.

This is the MIRACLE OF MEAT!

The exhibit depicts the miracles of production; of wholesomeness, quality, and nutrition; of distribution; of abundance. Compared with 50 years ago, we have twice as many people in the United States, and they are eating twice as much meat.

The exhibit points out that meat is a bargain. An hour's wage buys twice as much meat as it did 50 years ago.

And the future is reassuring. The livestock industry has the capacity to produce as much meat as the Nation will need at least through the next generation.

STRUCTURE

The nine sections have been so designed that they can be adapted to the shape of available floor space without disturbing the continuity of the exhibit. The structure covers about 1,000 square feet of floor space and is 8 feet high. Shipping weight is approximately 10,000 pounds.

AVAILABILITY

The exhibit is available after February 16, 1962. It opens at the International Livestock Exposition, Chicago, on November 24, 1961, and is scheduled for showings through February 15.

HOW TO OBTAIN EXHIBITS

"The Changing Faces of Our Land" and "The Meat Miracle" may be obtained, without cost, from:

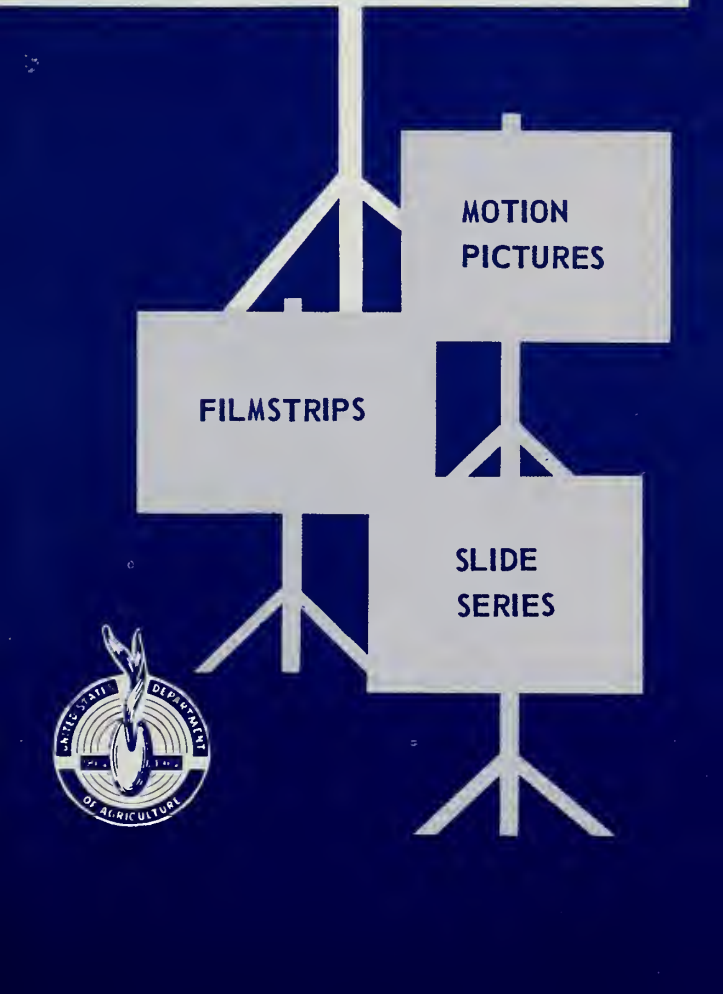
Exhibits Service
Office of Information
U. S. Department of Agriculture
Washington 25, D. C.

Sponsors will defray transportation costs, provide space, and furnish labor and services to install, maintain, dismantle, and re-crate.

United States Department of Agriculture
Centennial Committee November 1961

Specially Selected

For Showing During The U. S. DEPARTMENT OF AGRICULTURE CENTENNIAL YEAR • 1962



• MOTION PICTURES
• FILMSTRIPS
• SLIDE SERIES

specially recommended for centennial year viewing

Here is a list of motion picture films, filmstrips, and slide series specially selected from the large number produced by the Department for showing during 1962—the Department's Centennial Year—because of their interest to urban and suburban audiences, as well as to farm people.

They dramatize the elements that have made American agriculture the most efficient and productive in world history—the forces of nature, the gifts of science and research, the labor of American farmers and their machines, operating in a free economy, and the services of the Department of Agriculture in furthering the welfare of all Americans.

Catalogs listing all motion pictures, filmstrips, and slides series are available from the Office of Information, U.S. Department of Agriculture, Washington 25, D.C.

MOTION PICTURES

How to Obtain: Sound prints of these 16 mm. films may be obtained for *television use* by writing the Motion Picture Service, U.S. Department of Agriculture, Washington 25, D.C. For public showings *other than television,* prints may be obtained on loan from Cooperating Film Libraries in each State. Cooperating libraries are listed at the end of this leaflet.

AGRICULTURE STORY, THE (color, 13½ min.)

Captures the big story of American agriculture and the vital contributions by the U.S. Department of Agriculture, working with the States, the farmer and industry. The film highlights USDA's interrelated services in research, education, conservation, stabilization, regulatory, credit and marketing.

BREAKTHROUGH (color, 27½ min.)

Shows the challenges that are offered in the research fields of agriculture. Reveals the constant probing and studying that are necessary before a "breakthrough" is achieved.

COMPASS FOR AGRICULTURE, A (color, 21½ min.)

Describes the origin of crop reporting in American Agriculture, the work of the Crop Reporting Service of the U.S. Department of Agriculture, and the value of this information to farmers.

FOREST, THE (color, also b/w, 28 min.)

Relates the multiple use benefits to be obtained from our National Forests. Shows how water is conserved; how timber grows, is harvested and replenished; how range and wildlife flourishes, and how mankind may enjoy the natural beauty and healthful recreation available.

HIDDEN MENACE (color, 23 min.)

Presents a graphic story of the menace of pests and diseases transported from foreign shores to the United States; portrays the constant vigilance of plant and animal quarantine inspectors at our borders, seaports, and airports.

MIRACLES FROM AGRICULTURE
(color, also b/w, 13½ min.)

Dramatizes the story of high-quality foods—the result of efficient production and marketing—and of farm products with new qualities for consumer and industry. Emphasizes the role of research and agricultural services from farm to market to home.

R E A STORY, THE (color, 27½ min.)

Stresses the importance of electric power to farms and ranches in remote areas. Presents scenes showing farm life before and after electricity.

TRIPLE THREAT OF BRUCELLOSIS, THE (color, also b/w, 27 min.)

Explains the incidence of brucellosis in the U.S. and emphasizes the threat of this disease to cattle, swine, and human beings (as undulant fever). Contains historical data on discoverers of disease and developers of vaccines.

WATER FOR FARM AND CITY (b/w, 13½ min.)

Portrays the effect of water upon the land and its people. Presents case studies of farmers and ranchers across the country who have joined forces with nature to help sustain us all.

WILDERNESS TRAIL (color, 14½ min.)

Follows a pack trip by Trail Riders into Wyoming to show how wilderness areas on National Forests are protected and kept in their natural state for the benefit and enjoyment of all.

YOUR MEAT INSPECTION SERVICE (color, 27½ min.)

Tells graphically the story of the Federal Meat Inspectors, who guard the wholesomeness of our Nation's meat supply. Instills a new understanding of the value of the famous purple stamp that means U.S. Inspected and Passed.

Specially Produced

CENTENNIAL TV SERIES

This series of new films, produced for Centennial Year showing, will provide television stations with an up-to-the-minute look at the Nation's agriculture. Each film in 16 mm., 13½ minutes long, reveals a different phase of agriculture, and relates it to the life of every man, woman, and child.

Among the titles in the series are: OUR LAND—ITS MANY FACES; HERITAGE RESTORED; DISCOVERY; OUR AGRICULTURAL LIFELINES; ALICE IN NUMBERLAND; WE SHOW THE WAY; IT'S A FARMER'S BUSINESS; and NEW MARKETS FOR AMERICAN AGRICULTURE.

Available After May 15, 1962

Watch for Special Announcement

Documentary Centennial Film

AGRICULTURE U.S.A.

16 mm., color, 27½ min.

This film, produced in commemoration of the Centennial Year, presents a sweeping panorama of just how much is involved in this big business of feeding the people of America and providing the raw materials for our industries.

Available After May 1, 1962

Watch for Special Announcement

FILMSTRIPS AND SLIDE SERIES

How to Obtain: Available *for purchase only* through Photo Lab, Inc., 3825 Georgia Avenue, N. W., Washington 11, D. C.

C-16 WHEN IT'S YOUR TURN AT THE MEAT COUNTER (Slide series only, $7.40.)
Gives consumers information to assist them with the purchase of beef. Shows the various Federal grades of beef sold at retail and suggests how beef can best be used by grade and cut. (28 frames, color)

C-77 AMERICA THE BEAUTIFUL
(Filmstrip, $6; slide series, $8.60.)
Set of 50 shots, one from each State, that illustrate how good conservation practices have changed the agricultural landscape. (52 frames, color)

C-80 FOOD COSTS
(Filmstrip, $6; slide series, $6.90)
Explains the relationship between retail prices, farm prices, and marketing spreads, and their part in the overall price paid by the consumer for farm commodities.
(18 frames, color)

C-83 FOOD IS A BARGAIN
(Filmstrip, $6; slide series, $6.95)
Provides a 19-frame story of how we are getting more food for our labor today compared with 10 years ago. Colorful, lighthearted cartoons highlight the cost of food, the amount of service we get, the cost of marketing, and our relatively low-cost food bill. (19 frames, color)

698 4-H CLUB WORK IN THE U.S.A.
(Filmstrip, $2; slide series, $4.60)
Presents a pictorial record of 4-H Club activities in the United States.
(52 frames, black and white)

706 SOIL CONSERVATION IS YOUR BUSINESS
(Filmstrip $2; slide series, $5.15)
Illustrates our dependence on the soil, examples of soil impoverishment, and measures that can be applied to conserve our land for the future. (62 frames, black and white)

COOPERATING MOTION PICTURE LIBRARIES
distributing USDA films

Alabama—Extension Service, Auburn University, Auburn.
Alaska—Extension Service, University of Alaska, College.
Arizona—Bureau of Audio-Visual Services, University of Arizona, Tucson 25.
Arkansas—Arkansas State Teachers College, Conway; Extension Service, P.O. Box 391, Little Rock.
California—Extension Division, University of California, Berkeley 4.
Colorado—Bureau of Audio-Visual Instruction, University of Colorado, Boulder; Visual Aids Service, Colorado State University, Fort Collins.
Connecticut—Audio-Visual Center, University of Connecticut, Storrs.
Delaware—Dept. of Rural Communications, University of Delaware, Newark.
District of Columbia—D.C. Public Library, Washington 4.
Florida—Dept. of Visual Instruction, University of Florida, Gainesville.
Georgia—Ga. Agrl. Extension Service, Athens; Film Library, Center for Continuing Ed., University of Georgia, Athens.
Hawaii—Extension Service, University of Hawaii, Honolulu 14.
Idaho—Extension Service, 317½ North 8th St., Boise.
Illinois—Visual Aids Service, University of Illinois, Champaign.
Indiana—Audio-Visual Center, Indiana University, Bloomington; Audio-Visual Center, Purdue University, Lafayette.
Iowa—Visual Instruction Service, Iowa State Univ., Ames.
Kansas—Bureau of Visual Instruction, University of Kansas, Lawrence; Extension Information Dept., Kansas State Univ., Manhattan.
Kentucky—Dept. of Audio-Visual Services, University of Kentucky, Lexington 29.
Louisiana—Extension Service, Louisiana State University, Baton Rouge 3.
Maine—Dept. of Public Information, College of Agriculture, University of Maine, Orono.
Maryland—Extension Service, University of Maryland, College Park.
Massachusetts—Audio-Visual Center, University of Massachusetts, Amherst.
Michigan—Audio-Visual Education Center, University of Michigan, Ann Arbor; Audio Visual Center, Michigan State University, East Lansing.
Minnesota—Extension Service, Institute of Agriculture, University of Minnesota, St. Paul 1.
Mississippi—Extension Service, Mississippi State University, State College.
Missouri—Audio-Visual Education Dept., Div. of Continuing Ed., University of Missouri, Columbia.
Montana—Office of Information, Montana State College, Bozeman; Montana State Film Library, Sam Mitchell Bldg., Helena.

Nebraska—Bureau of Audio-Visual Instruction, University of Nebraska, Lincoln 8.
Nevada—Extension Service, University of Nevada, Reno.
New Hampshire—Audio-Visual Center, University of New Hampshire, Durham.
New Jersey—New Jersey State Museum, State House Annex, Trenton 7.
New Mexico—N. M. Library Comm., P. O. Box 4158, Santa Fe; Extension Service, New Mexico State University, University Park.
New York—Film Library, N. Y. State Dept. of Commerce, Albany 7; Extension Service, College of Agriculture, Cornell University, Ithaca.
North Carolina—Bureau of Visual Instruction, University of North Carolina, Chapel Hill; Extension Service, North Carolina State College, State College Station, Raleigh.
North Dakota—Extension Service, North Dakota State University, Fargo.
Ohio—Extension Service, College of Agriculture, Ohio State University, Columbus 10; Dept. of Audio-Visual Education, State Department of Education, Columbus 15.
Oklahoma—Audio-Visual Education Dept,, University of Oklahoma, Norman; Division of Agriculture, Oklahoma State University, Stillwater.
Oregon—Office of Audio-Visual Instruction, Oregon State University, Corvallis.
Pennsylvania—Audio-Visual Center, Chatham College, Pittsburgh 32; Audio-Visual Aids Library, Pennsylvania State University, University Park.
Puerto Rico—Extension Service, University of Puerto Rico, Rio Piedras.
Rhode Island—The Library, University of Rhode Island, Kingston.
South Carolina—Extension Service, Clemson College, Clemson, Audio-Visual Aids Bureau, University of South Carolina; Columbia 19.
South Dakota—Extension Service, College of Agriculture, South Dakota State College, College Station.
Tennessee—Division of University Extension, University of Tennessee, Knoxville 16.
Texas—Visual Instruction Bureau, University of Texas, Austin; Extension Service, Texas A. & M. College, College Station.
Utah—Audio-Visual Division, Utah State University, Logan.
Vermont—Vermont State Film Library, Audio-Visual Services Department, University of Vermont, Burlington.
Virginia—Extension Service, Virginia Polytechnic Institute, Blacksburg 12; Bureau of Teaching Materials, Board of Education, Richmond 16.
Washington—Office of Visual Education, Central Washington College, Ellensburg; Audio-Visual Center, Washington State University, Pullman.
West Virginia—Audio-Visual Aids Department, The Library, West Virginia University, Morgantown.
Wisconsin—Bureau of Visual Instruction, University of Wisconsin, Madison 6.
Wyoming—Audio-Visual Dept., University of Wyoming, Laramie.

The U.S. DEPARTMENT of AGRICULTURE

HOW IT SERVES YOU

"...to acquire and diffuse among the people of the United States useful information on subjects connected with agriculture..."

--Act Creating USDA

Office of Information
U.S. Department of Agriculture

The United States Department of Agriculture

—*How It Serves You*

Every day your life and the lives of your family and friends are affected by the services of the U.S. Department of Agriculture. It is involved directly or indirectly with—

The food on your table,
The cotton or wool in your clothes,
The wood in your house and its furnishings.

How It Started

In 1862 President Lincoln approved an Act of Congress creating the Department of Agriculture, "the general design and duties of which shall be to acquire and diffuse among the people of the United States useful information on subjects connected with agriculture in the most general and comprehensive sense of that word. . . ."

In 1889 the Department, again by Act of Congress, became the eighth Executive Department in the Federal Government with Cabinet rank.

How It Works

In Washington, D.C., the Secretary of Agriculture and his staff direct the programs and activities assigned to the Department by Congress. In every part of the United States, and in many foreign countries, employees administer programs and carry out responsibilities authorized by Congress.

As new laws have added to its functions, the Department has grown. It currently is organized into various service and administrative agencies, which are divided into major groups. (See back page.) An Assistant Secretary or other designated official heads each group and interprets and executes its policies.

Relationship to Land-Grant Colleges

In 1862 Congress passed and President Lincoln signed the Land-Grant College Act. This Act donated 11 million acres of public lands to the States and Territories to provide colleges for the benefit of agriculture and the mechanic arts.

This Act was followed by others to strengthen the experimental and extension activities of the States in their relations with the Department.

In 1887 Congress authorized an agricultural experiment station in each State and Territory. In 1914 it established the Cooperative Extension Service to extend agricultural and home economics research information of the Department and land-grant colleges to farmers and other people.

ACTIVITIES OF USDA

Research

Seven USDA agencies conduct and administer research. The Administrator of the Agricultural Research Service coordinates the work.

The Department works closely on research programs with State experiment stations, departments of agriculture, schools of forestry, and cooperative and other public and private agencies. It administers Federal-grant funds voted for the States by Congress.

Agricultural Research Service. Carries out research on crops, farm and land management, livestock, human nutrition and home economics. Also develops new and expanded uses for farm commodities.

Conducts control and regulatory programs, including plant and animal quarantines, meat inspection, and others.

Agricultural Marketing Service. See discussion under Marketing.

Cooperative State Experiment Station Service. Administers Hatch Act funds to State experiment stations. Assists in planning and coordinating their research programs.

Economic Research Service. Does research in general economic and statistical analysis, marketing economics, farm economics, and foreign economic analysis.

Farmer Cooperative Service. Carries on research to help agricultural co-ops that market farm products, purchase farm supplies, and furnish other business services.

Forest Service. Conducts research on growing and harvesting timber; improving water and range resources; protecting forests from fire, insects, and disease; the use of wood products and developing new ones; and improving methods of marketing forest products.

Soil Conservation Service. Classifies soils in a nationwide system; studies soils in the laboratory to determine their properties and help understand how they respond to different treatments, and otherwise improves knowledge of soils.

Education

Cooperative Extension Service is the field educational arm of the Department and land-grant colleges. Its work is jointly sponsored and financed by Federal, State, and local governments. The Federal Extension Service represents USDA in this activity.

In every rural county, extension workers conduct an educational program designed to help farm families and others use research findings and other Government aids. Through this program extension workers provide assistance toward more efficient production and marketing of agricultural products, improved family living, and the advancement of community affairs.

Farmer Cooperative Service carries on educational work to help farmers improve the effectiveness of their cooperatives. In these activities it cooperates with land-grant colleges, State extension offices and county agents, and with cooperatives, and the State and national organizations representing these farmer businesses.

The **USDA Library** extends loan services to libraries and land-grant colleges for teaching and research, provides a photocopying service for material in the Library collection, and issues the Bibliography of Agriculture, a basic research reference for nationwide use.

Information

Each USDA agency provides information on its work for farmers, homemakers, and others. The **Office of Information** coordinates:

Publications, technical and popular, which present research results, program, regulatory, and other information on the work of USDA.

Current information, which includes press, radio and television materials, and special reports.

Visuals, which include exhibits, photos, graphics, and motion pictures.

Marketing

The **Agricultural Marketing Service** carries out marketing and distribution programs and works with States on marketing problems.

Conducts and administers a marketing research program, using the physical and biological sciences to solve problems of market quality, transportation, and facilities.

Administers several regulatory acts relating to the marketing of farm products, the national school lunch program, and other food distribution and surplus removal programs.

Develops standards and grades and inspects a wide range of farm products.

Collects and disseminates market news on farm products in major producing and marketing areas.

The **Foreign Agricultural Service** administers USDA foreign programs in the interest of U.S. agriculture, with special emphasis on market promotion abroad. Attachés at 55 foreign posts maintain a constant flow of world agricultural intelligence.

The **Commodity Exchange Authority** supervises futures trading on commodity exchanges.

Economics

The **Economic Research Service** analyzes factors affecting farm production, prices and income, and the outlook for various commodities. It studies production efficiency, marketing costs and potentials, and labor, financing, and tax problems. It also analyzes foreign agricultural trade, production, and government policies.

The **Statistical Reporting Service** reports on agricultural production and prices paid and received; conducts surveys of consumer purchases and attitudes, and seeks to improve statistical methods in the Department.

Conservation

The **Agricultural Stabilization and Conservation Service** administers the national program that shares with farmers and ranchers costs of approved soil and water conserving practices.

The **Soil Conservation Service** develops and carries out a national soil and water conservation program through 2,900 soil conservation districts.

Carries out USDA responsibilities in projects to protect small watersheds and prevent floods and in river basin investigations.

Plans and applies measures and practices that reduce flood damage in 11 major watersheds.

Makes and coordinates snow surveys for water forecasting in the Western States.

Administers the Federal part of the National Cooperative Soil Survey.

Has administrative leadership of the Great Plains Conservation Program.

The **Forest Service** administers 155 national forests—186 million acres of forests and grasslands—for the best use and conservation of their resources, including water, timber, outdoor recreation, wildlife, and range. It manages national forest watersheds to regulate streamflow, control floods, protect water sources for industrial power, irrigation, and home use. It carries on cooperative work with States to aid private forest landowners.

Stabilization

The **Agricultural Stabilization and Conservation Service** is responsible for—

- Acreage allotments and marketing quotas, to help keep supplies in line with demand.
- Feed grain program, to divert corn, barley, and grain sorghum acreage to conservation use.
- Wheat stabilization program, to divert part of wheat acreage allotment to conservation use.
- Conservation reserve, to divert general cropland from annual crops to conservation use.
- Price support for numerous commodities.
- Reduction of surpluses, through sales, barter, transfer, donation, and other means.
- Helping obtain adequate farm and commercial storage for farm products.
- Administering the Sugar Act, the National Wool Act, and the International Wheat Agreement.
- Administering marketing agreement and order programs for milk, tobacco, and other commodities.
- Investigating and meeting conditions that threaten or result in natural disasters and emergencies requiring assistance.

The **Commodity Credit Corporation** directs and finances some ASCS programs, including price support, storage facilities, surplus commodity disposal, and others. CCC uses ASCS personnel and facilities. The CCC Board is subject to the general supervision and direction of the Secretary of Agriculture.

The **Federal Crop Insurance Corporation** gives farmers a chance to insure crops against loss from causes beyond their control such as weather, insects, and disease. FCIC operates its programs in nearly one-third of the Nation's farm counties.

Credit

The **Farmers Home Administration** provides credit accompanied by technical farm and financial management assistance for farmers who cannot get the needed financing elsewhere at reasonable rates and terms.

Loans are made through local FHA offices. A county or area committee passes on eligibility.

Credit is provided for farm operating expenses, farm purchases, enlargement, and improvement, construction of rural homes and farm buildings, water development and soil conservation, small watershed development, and emergency credit needs.

The **Rural Electrification Administration** makes loans to extend central station electric service to unserved rural people. Most borrowers are nonprofit cooperative associations. The systems are locally owned and managed.

REA also makes loans to furnish and improve rural telephone service. Loans are made to telephone companies and to nonprofit groups.

Rural Areas Development

The **Office of Rural Areas Development** provides leadership in the current and long-range rural areas development program of the Department and coordinates programs of the various agencies to promote economic growth and new opportunities in rural areas. It also works with private groups and State and local governments.

Defense

The Department's role in the national defense program includes responsibility for food from farmer to retailer and for defense of rural areas from fire and biological and chemical warfare.

Defense programs of USDA in both Washington and field offices are coordinated through the Food and Materials Division, ASCS.

HOW USDA IS ORGANIZED

SECRETARY

Under Secretary — Staff Assistants

Office of the General Counsel

Departmental Administration
- Administrative Assistant Secretary
  - Administrative Management, Office of
  - Budget and Finance, Office of
  - Hearing Examiners, Office of
  - Information, Office of
  - Library
  - Personnel, Office of
  - Plant and Operations, Office of

Federal-States Relations
- Assistant Secretary
  - Agricultural Research Service
  - Cooperative State Experiment Station Service
  - Farmer Cooperative Service
  - Federal Extension Service
  - Forest Service
  - Soil Conservation Service

Marketing and Foreign Agriculture
- Assistant Secretary
  - Agricultural Marketing Service
  - Commodity Exchange Authority
  - Foreign Agricultural Service

Agricultural Stabilization
- Assistant Secretary
  - Agricultural Stabilization and Conservation Service
  - Commodity Credit Corporation
  - Federal Crop Insurance Corporation

Agricultural Economics
- Director
  - Economic Research Service
  - Statistical Reporting Service

Agricultural Credit Services
- Director
  - Farmers Home Administration
  - Office of Rural Areas Development
  - Rural Electrification Administration

Washington, D.C. Revised October 1961

PA–394

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PUBLICATIONS OF SPECIAL INTEREST DURING

CENTENNIAL OF U.S. DEPARTMENT OF AGRICULTURE

CENTENNIAL COMMITTEE U.S.D.A.
NOVEMBER 1961

PUBLICATIONS OF SPECIAL INTEREST DURING CENTENNIAL OF THE U. S. DEPARTMENT OF AGRICULTURE

THE U. S. DEPARTMENT OF AGRICULTURE: HOW IT SERVES YOU. (PA 394) A brief outline of the organization of the Department, its activities, and relationship to Land-Grant Colleges. Single copies are available free from the Office of Information, U. S. Department of Agriculture, Washington 25, D. C.

BACKGROUND ON OUR NATION'S AGRICULTURE. (L 491) A popular presentation of facts on our nation's biggest industry. Single copies are available from the Office of Information, U. S. Department of Agriculture.

FOOD FOR A NATION. A general discussion of a farm program, its objectives and relationship to taxpayers, consumers, labor, and industry. Single copies are available from the Office of Information, U. S. Department of Agriculture.

THE FOOD WE EAT. (MP 870) The story of the modern-day miracle of abundant good food, the matchless productivity of American farmland, and the efficiency of the American farmer. Single copies are available from the Office of Information, U. S. Department of Agriculture.

FOOD IS A BARGAIN. (MB 18) A picture story of the changes in the Nation's food bill between 1947-49 and 1960 and what happens today to the money spent in the market for foods produced on American farms. Single copies are available from the Office of Information, U. S. Department of Agriculture.

FOOD FOR THE FUTURE THROUGH RESEARCH. (AIB 220) The miracle of plentiful and increasing food supplies for our ever-larger population. Single copies are available from the Office of Information, U. S. Department of Agriculture.

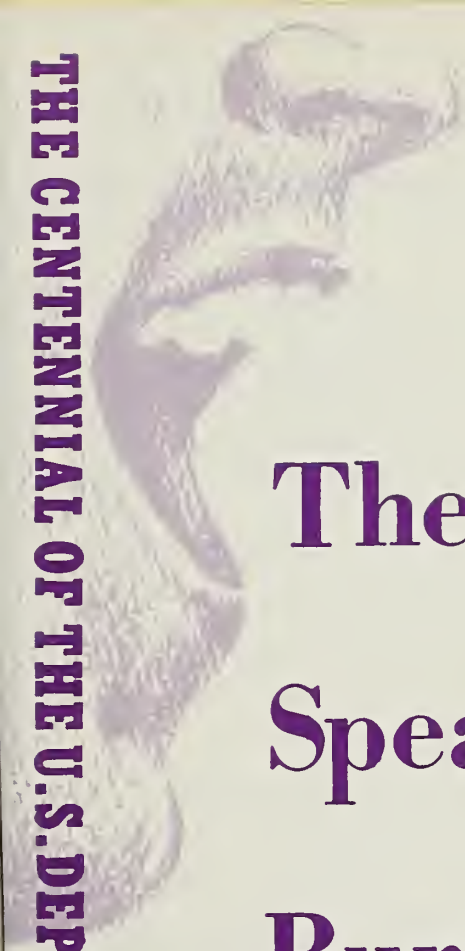
FARMING IN THE UNITED STATES. (AIB 246) The story of American farming and the people engaged in it. Single copies are available from the Office of Information, U. S. Department of Agriculture.

THE 1962 YEARBOOK OF AGRICULTURE. Will present historical developments that show the magnitude and directions of agricultural progress and change in the past 100 years. Date of publication will be announced in 1962. Copies will be available by purchase from the Superintendent of Documents, Government Printing Office, Washington 25, D. C., at a price to be announced at time of release.

CENTENNIAL HISTORY. Will be a chronological account of the Department's development, beginning with the earliest proposal for a Federal agricultural agency. Will emphasize changes in the Department's functions and organization which have resulted from legislative authorization and direction. Special attention will be given to the origin and development of new lines of work which have resulted in major additions to the Department's functions and in significant changes in Department policy. Date of publication will be announced as early as it can be established in 1962. Copies will be available from the Superintendent of Documents, Government Printing Office, Washington 25, D. C., at a price to be announced at time of release.

Growth Through Agricultural Progress

THE CENTENNIAL OF THE U.S. DEPARTMENT OF AGRICULTURE



The Speakers' Bureau

..... How it can help you present a successful program on agriculture

The Speakers' Bureau . . .

CENTENNIAL OF THE U. S. DEPARTMENT OF AGRICULTURE

Groups of all kinds throughout the nation are planning to use the Centennial as the occasion for special meetings and programs paying tribute to American agriculture and its achievements in the past 100 years. Such events will serve not only to point up the vital importance of farming to our economy nationwide, but to correct the distorted image of the farmer created by the very abundance he produces for us all.

Through its Speakers' Bureau, the Department of Agriculture will be happy to assist such groups in programming outstanding speakers for as many Centennial events as possible.

How the Bureau Can Help

At the national and regional level. The Speakers' Bureau will assist when called upon in arranging for speakers to appear before audiences at the national level* and the regional level (including more than one state.) The Department will endeavor to secure a speaker who is a nationally known figure in agriculture and an acknowledged authority on the subject of his talk.

At the state and county level. The Department will give assistance to as many individuals as it can at the state level. It should be apparent, though, that because of the great number of separate programs involved, we will have to limit such aid. To make your own planning easier, therefore, we urge you to arrange for speakers by drawing on the help available in your own locality.

**The name of a particular level means that the audience, or the organization giving the program, consists of members drawn from the entire area indicated by the name.*

As 1962 also marks the 100th anniversary of the beginning of the nation's land-grant schools, the land-grant college or university in your state may have its own Speakers' Bureau which is ready to help you at the county or state level.

The Bureau will not be able to provide speakers for local meetings. But in any event, many Centennial programs at this level will be devoted to agriculture from a local viewpoint and thus can best be handled by local speakers.

How the Bureau Functions

The men and women who staff the Speakers' Bureau are key people from the major agencies in the Department of Agriculture. Consequently, each request for a speaker will receive expert attention from a person well qualified to choose one of the best speakers to give a talk on almost any subject pertaining to agriculture

How to Use the Bureau

If you or your group are planning a national or regional meeting (or even a state-wide meeting) and would like the Bureau to help, please send us the following information about your program as early as possible:

- **The name of the speaker** you prefer and an alternate choice. (We will do all we can to provide a speaker you request, but cannot promise to do so.)

- **The occasion,** such as the regional meeting of a civic group to elect new officers or the annual convention of a national organization. Will there be other speakers or events on the same program?

• **The audience.** Please tell us the estimated size of the audience and something about its character and interests. For example, you may expect an audience of about 1200 town and city people, consisting mainly of insurance agents and their wives. As to their interests, you might feel that they care very little about farm operations, but are interested in our national forests or new developments in processing and packaging food.

• **The talk itself.** About how long should it be? What subject would best suit your requirements?

• **Your name and address.**

Please send all correspondence to:
Elmo J. White, Chairman
Speakers' Bureau
Room 516 - A
U. S. Department of Agriculture
Washington 25, D. C.

UNITED STATES DEPARTMENT OF AGRICULTURE
1862 1962

Growth Through Agricultural Progress

CENTENNIAL COMMITTEE November 1961

for the broadcasters

.....your listeners and viewers will like the glimpses of the U. S. Department of Agriculture's romantic and exciting past....and its impact on all our lives today.....

.....for availabilities, turn the page....

U. S. Department of Agriculture
Centennial Committee

November 1961

Growth Through Agricultural Progress

RADIO

Series of 26 4-minute vignettes---featuring the significant milestones in our U. S. agricultural growth, plus some of the interesting origin of developments in our farming as revealed in vintage editions of the "Agricultural Yearbook."

Platter containing 20-sec and 30-sec spots, each telling a dramatic episode in the century of USDA's service. Available in January.

28½ minute "dramatized" history of USDA. (High points of a century of growth, from seed distribution to triumphs in research: the aerosol bomb, new varieties of plants, insecticides, etc., growth regulators, photosynthesis....how all this has helped keep U. S. food the least expensive in the world.) Available in April.

13½ minute version of the above.....

All these will be with a "down to earth" approach ....with some humor, yet with dignity.

Material listed here for radio and television use will be available in March 1962, unless otherwise indicated.

TELEVISION

9 Centennial films (see film offerings)

13- minute kinescope of televised program dramatizing history of USDA (live action, film clips, still photos). Available in April.

6 one-minute film spots on history of USDA. Old and new methods of growing wheat, oxen and horses compared with tractors, hand milking compared with machine milking, butter churning, livestock characteristics changed in past 100 years, cowboy compared with motorized roundup and modern day feeding, etc.

26 slides for station breaks or other use. (available at 2-week intervals) Split screen of old and new practices in photos or cartoon artwork, Centennial slogans, efficiency progress of American farmer (100 years ago one farmer fed two others - now he feeds 24), etc.

6 photo packages (10 to 15 pictures. Approximately 4 minutes each) Progress in livestock - cultivation - machinery - marketing - research - showing by photos and artwork the progress of each in 100 years.

26 Centennial "video shorties" (1 picture features -- 30 secs air time) Available biweekly. Best of Centennial photo collection.

12 consumer interest package features -- Approximately 4 minutes each. Still photos with script, or sound on film. Available monthly.

Background material and pictures to help you with your own productions dealing with the USDA Centennial are also available. Let us know your needs.

For these and other broadcast materials, write, wire or telephone:

Radio and Television Service
Office of Information
U. S. Department of Agriculture
Washington 25, D. C.

PHONE: DUdley 8-5163
or
DUdley 8-5746

UNITED STATES DEPARTMENT OF AGRICULTURE
CENTENNIAL YEAR

BY THE PRESIDENT OF THE UNITED STATES OF AMERICA

A Proclamation

Whereas *May 15, 1962, marks the centennial of the approval by President Lincoln of legislation establishing the United States Department of Agriculture; and*

Whereas *the Department of Agriculture through its research, service, and educational work has enabled our farmers and ranchers, processors, and distributors to provide the food, fiber, and wood products necessary to a healthful, vigorous, and expanding population through increased efficiency in the production, utilization, and marketing of agricultural products; and*

Whereas *an economically sound agriculture and a rewarding rural life are essential to the national well-being; and*

Whereas *our productive agriculture has enabled the Government and many private organizations to initiate programs to alleviate hunger and suffering among peoples throughout the world; and*

Whereas *the emergence of a progressive, efficient, and productive agriculture during the one hundred years since the establishment of the Department of Agriculture has resulted in large measure from the close cooperation between the Department of Agriculture and the national system of land-grant universities and colleges which was founded under the first Morrill Act of July 2, 1862, and this historical anniversary will also be observed during the same year; and*

Whereas *the Congress, by a joint resolution approved August 25, 1961, has requested the President to issue a proclamation designating 1962 as the centennial year of the establishment of the United States Department of Agriculture:*

Now, Therefore, I, John F. Kennedy, *President of the United States of America, do hereby designate the year 1962 as United States Department of Agriculture Centennial Year; and I request the Department of Agriculture to plan and to participate in appropriate activities recognizing the anniversary to the end that the centennial may serve as an occasion to commemorate the contributions of agriculture to the health and welfare of every citizen, to the national well-being, and to the development of emerging nations.*

I also request that, in its centennial observances, the Department of Agriculture cooperate with the land-grant universities and colleges in recognition of a century of mutually beneficial cooperative relationships, and with other appropriate organizations and individuals.

In Witness Whereof, *I have hereunto set my hand and caused the Seal of the United States of America to be affixed.*

Done *at the City of Washington this twenty-fifth day of August in the year of our Lord nineteen hundred and sixty-one, and of the Independence of the United States of America the one hundred and eighty-sixth.*

(Seal)

John F. Kennedy

By the President:

Dean Rusk

Secretary of State.

United States Department of Agriculture • Centennial Committee • November 1961

November 1961

Agricultural Research Service--Science for Healthier Americans:

Vital statistics for the United States tell a happy story about 20th century American citizens. They depict us as a rapidly growing, vigorous people whose nutrition is among the best in the world.

We have enjoyed dramatic, sustained improvements in health during the past century as well as virtual eradication of such nutritional diseases as pellagra, ricketts, and goiter. Better nutrition is also implicated in sharp declines in tuberculosis and some infectious diseases of childhood. Average life expectancy rose from 47 years in 1900 to 69.3 years in 1957. The annual death rate per thousand persons dropped from 17.2 in 1900 to 9.4 in 1956.

We are taller and heavier than we used to be. The percentage of college freshmen six feet or over has increased from less than 5 percent in the 1880's to about 30 percent of the total at present. Average weights of these men increased by about 20 pounds in the same period.

No little share of the credit for this must go to a widely divergent group of scientific activities called agricultural research. Agricultural research began in an organized way in this country 100 years ago with establishment of the U. S. Department of Agriculture.

Cooperative Undertaking

Agricultural research actually is a great cooperative undertaking in which the federal, State, and county governments, private industry, farmers,

and private foundations are associated to unearth new knowledge of benefits to farmers and mankind.

The U. S. Department of Agriculture's Agricultural Research Service, an important part of the Federal effort, conducts studies to improve farming methods, to improve plant varieties and breeds of livestock, to improve animal health, human nutrition, and home management, to learn better ways of managing soil and water resources, and to find new or improved ways to use agricultural products. It is also responsible for federal meat inspection and various programs to eradicate, keep out, or control pests that threaten U. S. Agriculture.

Modern mechanized agriculture, food processing, understanding of the role of vitamins in human nutrition, new methods of feeding livestock efficiently, life-saving antibiotics, and knowledge of how to use land and water wisely all reflect the improvement in our well being.

Through the years, agricultural research has made many major contributions to this better life. In 1889, for example, USDA scientists first discovered that ticks transmit the protozoan parasite which causes Texas fever in cattle. The finding made possible not only control and eradication of Texas fever but provided the key to effective control of pest-borne human diseases--malaria, yellow fever, typhus fever, and bubonic plague.

ARS and State plant scientists have worked a revolution in plant production during the past half century through application of the principle of hybrid vigor. We now have crop plant hybrids with adaptability to a tremendous variety of environmental situations. Hybrid corn is now grown everywhere, and each year new hybrid varieties of other grains, oilseeds, truck crops, berries, and tree fruits are added to proven lines--all helping to make us the best fed people in the world.

Aerosol Devised in USDA. The aerosol device, with its infinite number of uses in American life, was devised by a USDA scientist in 1941 to dispense insecticides. Other agricultural scientists developed frozen orange juice concentrate, chemically-treated cotton fabrics with wash-wear convenience, methods of preserving the fresh quality of foods through quick freezing, and mechanical devices that have permitted U. S. farmers to establish a steadily climbing record of man-hour productivity.

As old problems are conquered in the historic effort to improve standards of living, new ones arise to replace them. We are a healthy people now, but no one yet knows what levels of health we can achieve. The immediate challenge ahead is centered around the chronic diseases that kill or disable the increasingly larger segment of older people in our population. Nutrition may have a key role in preventing or treating many of these still unsolved major chronic diseases--arteriosclerosis, diabetes, and possibly arthritis.

1862 1962

Growth Through Agricultural Progress

UNITED STATES DEPARTMENT OF AGRICULTURE

CENTENNIAL

AGENCY BACKGROUND STATEMENT

November 1961

Farm Research--Adapting Farm Resources to Man's Needs:

Soybeans, as much as any other U. S. farm commodity, give quick insight into a basic aim of farm research as it is conducted in the U. S. Department of Agriculture--to adapt farm resources to man's needs.

Only a minor crop in the United States a little more than 50 years ago, soybeans are now the fifth most important cash crop in this country and our most important source of vegetable oil. The soybean also has wide use today in livestock feeds, and as a source of industrial oil.

Soybeans are a success because farm scientists, not long after the turn of the present century, began seriously to apply to plant breeding the knowledge the gene is the entity in the germ cell of all living things by which characteristics are passed from generation to generation. The result has been a parade of soybean varieties with special characteristics--adaptability to cold and heat, to different soils, and to drought; superior productivity; and an assortment of desirable market qualities.

Research is Vast Undertaking

Farm research, which has been carried on in USDA since 1862, began in the United States with the desire of the earliest colonists to improve their simple agriculture. It has developed to a point today where it is as vast and sophisticated an undertaking as the American society it serves.

USDA's farm research organization consists essentially of the farm research divisions of the Department's Agricultural Research Service--with headquarters at the Agricultural Research Center, Beltsville, Md.--related field units, and cooperating agricultural experiment stations and land-grant institutions in the States.

In very recent times, this group of scientists has helped to transform the nature of U. S. agriculture to such an extent that the results of their work is often called "the agricultural revolution."

Engineers have provided farmers with new, efficient tillage, transport, and traction equipment, devices for precision planting and fertilizer placement, harvesting equipment, and new types of farm buildings and structures that reduce production costs and increase per-man output.

(more)

Animal husbandmen have conducted broad studies that have converted the poultry industry into the most rapidly growing segment of the agricultural economy, developed the Beltsville small white turkey and the meat-type hog, and made it possible for 20 of today's dairy cows to produce the same amount of milk it took nearly 30 to produce in 1925.

Animal disease workers have provided means for control or eradication of bovine tuberculosis, brucellosis of cattle, hog cholera, and pullorum disease of poultry.

Now Possible to Eradicate Pests

Entomologists have made it possible, with new concepts of pest control, to eradicate serious agricultural pests like the screwworm, a parasite of livestock, and the Mediterranean fruit fly and to reduce losses from other major pests such as grasshoppers, Mormon crickets, imported fire ants, and gypsy moths.

Soil and water scientists have contributed new understanding of how water may be most effectively used in crop production, how it is held by soils, how water requirements of plants are affected by their environment, how erosion can be controlled and how water can be impounded for future use.

Times change rapidly, however. Today's farm scientists think the soybean story, as well as many other recent successes, may already be outdated--that they are on the verge of uncovering important new data about genes and living cells. The scientists say the gene may not be the fundamental unit of heredity, that this may consist of chemical sub-units of the gene. Understanding of the organization of these genetic sub-units and of all living cells is what they now seek.

ARS farm research workers have already made a start in understanding the working of living cells. Less than two years ago, they found that plant-growth responses are governed by a reversible chemical reaction involving two forms of a light-sensitive pigment. Information of this kind, the researchers believe, will gradually give man much greater control over agricultural resources than he now has.

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November 1961

Inspection and Quarantines--First Line of Defense Against Agricultural Pests:

Imagine the United States suddenly evacuated, and nine-tenths of its population--men, women, and children--lined up at our borders and ports of entry waiting to get in.

That's the size of the traveling public that entered the country during the past year. Across our northern and southern borders and through ports on both coasts, more than 160 million travelers came into the U. S. About 95 percent traveled by train, car, bus, or otherwise over land. The rest came overseas by ship and plane. Many, of course, were re-entries. But every suitcase, paper sack, trunk, or package they brought with them was a potential carrier of an animal or plant pest that could destroy or damage part of our food supply. To defend against this danger, all baggage must be inspected.

Keeping out unwanted agricultural pests--insects, disease pathogens, and parasites--is the job of the animal and plant quarantine inspectors of the U. S. Department of Agriculture's Agricultural Research Service, who form our first line of defense against these dangers. Closely related to animal quarantine work is the job of ARS meat inspectors who insure that meat and meat products in interstate commerce are wholesome and fit for human consumption.

Pest Intercepted Every 20 Minutes

The job of defending against agricultural pests gets more demanding every year. Modern high speed travel has reduced the size of the world, increased the number of travelers, and thus increased the chances for pests to gain a foothold and spread in the U. S.

In fiscal year 1961 (July 1, 1960 to June 30, 1961) ARS inspectors intercepted a plant pest every 20 minutes around the clock. They found 323,500 lots of contraband plant material and more than 25,000 plant pests of quarantine significance, including some of the world's most dangerous. They permitted nearly 750,000 cattle, swine, sheep, goats, horses, and poultry -- to enter the country but turned back almost 25,000 because they were diseased or had been exposed to disease. They also intercepted and disposed of more than 145,000 pounds of prohibited or restricted foreigh meats.

(more)

In all, more than 22 million pieces of incoming baggage were examined, with the cooperation and assistance of the U. S. Customs Service. In addition, 57,000 ships, 62,000 railway cars, 130,000 airplanes, and 24 million vehicles came under ARS inspection.

Among crop pests constantly being stopped at the border are the olive fly, the Mediterranean fruit fly, the Mediterranean land snail, the khapra beetle, and the golden nematode. All are threats to our agriculture and our food supply. Keeping out just a few major animal disease threats--foot-and-mouth disease, rinderpest, and African swine fever--justifies ARS animal quarantine, but the inspectors also regularly stop animals carrying fever ticks or infected with scabies, brucellosis, tuberculosis, and virulent foreign strains of the Newcastle disease of poultry.

Car Fenders Checked

Inspectors have learned to look in highly unlikely places for hitchhiking pests -- under the fenders of cars brought into the U. S. (for golden nematodes), in lunches brought casually across the border of Mexico, on surplus military equipment from Pacific islands (which harbor giant African snails), on exotic animals bound for U. S. zoos, in the stuffing of imported toy animals and beneath the labels of tuna fish cans where khapra beetles can hide. Inspectors occasionally miss and pests do slip in. But most major pests of foreign origin got into the U. S. before our quarantine laws were passed.

Federal inspection of meat in some 1,450 U. S. slaughtering and processing establishments not only provides assurance of its wholesomeness but permits early detection of animal diseases. This, in turn, helps to make possible the production of healthy meat animals.

This protection costs U. S. taxpayers less than one cent a month per person. In the fiscal year ended June 30, 1961, ARS meat inspectors passed on the health of more than 103 million meat animals. A total of 285,000 animals were condemned as totally unfit for food. Inspectors also kept from U. S. dining tables some 27 million pounds of unwholesome meat and meat food products, both domestic and foreign, and certified 754 million pounds of meat and meat food products for export to foreign markets.

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November 1961

Protecting Food, Feed, and Fiber from Pests and Diseases:

A dozen men completely wrap an Arizona barn in gleaming plastic, carefully checking joints for even a tiny crack....For half an hour, an Illinois farmer stands patiently over a steaming vat in the barnyard, cooking a stew that he will feed to his hogs....Into the brush of a Florida farm a low-flying airplane drops small slitted pasteboard boxes; in a moment small black flies zoom out....Just outside a North Carolina cornfield, a blast of compressed air plays over a tractor, leaving it gleaming.

Farming? In a way, yes.

This is protection -- for farmers, and also for food-buying housewives.

This is Federal-State regulatory programs in action, eradicating potentially destructive agricultural pests and diseases. The Agricultural Research Service of the U. S. Department of Agriculture cooperates with the States to eradicate pests and diseases, because experience has shown this is cheaper than "living with" them. But sometimes control is the only immediate possibility. One important control technique is to confine outbreaks within the narrowest possible limits. This often gives research workers time to work out effective eradication measures before the pest does widespread damage.

Fight Against Khapra Beetle

The plastic-wrapped barn in Arizona is a familiar sign of the eradication campaign against the khapra beetle, the world's most destructive stored-grain pest, which got into southwestern United States a few years ago. Infested barns and other grain-storage structures are fumigated under the plastic to kill the beetles. Few infestations are now found in the Southwest. Since the campaign

began, more than 172 billion cubic feet of stored-grain structures have been fumigated.

As to the farmer and his vat: This illustrates the practice of cooking garbage before feeding it to hogs -- now required by law -- which played a big part in eradication from the U. S. of vesicular exanthema, a serious swine disease, in a 7-year campaign that ended in 1959. Garbage cooking protects hogs against other diseases, too.

Release of flies by air was the chief method of wiping out the screwworm, a destructive livestock pest, from southeastern United States in 1958-59. This practice was recently resumed in parts of Florida and Alabama, when several cases of screwworm infestation were found. Male flies of this insect, made sterile by exposure to radio-active cobalt, mate with females in the native population, causing them to produce eggs that do not hatch. Race suicide is the result.

Compressed air is used to clean farm equipment in a small area of North Carolina and South Carolina infested with witchweed, a destructive parasite of corn introduced into the U. S. a few years ago. Scrupulous cleanliness is necessary because the tiny witchweed seeds are easily carried in soil to uninfested areas.

Diseases Eradicated

Livestock pests and diseases that for all practical purposes have been eradicated from the U. S. include pleuropneumonia in cattle, foot-and-mouth disease of cattle, the cattle fever tick, cattle scabies, dourine and glanders of horses, fowl plague, and the highly fatal Asiatic form of Newcastle disease of poultry.

Equally outstanding is the eradication record against such plant pests as the Mediterranean fruit fly, parlatoria date scale, citrus blackfly, citrus canker disease, Hall scale, and the hoja blanca disease of rice.

Cooperative Federal-State control and eradication programs continue against a number of other pests and diseases, including such plant pests as the golden nematode of potatoes, the pink bollworm of cotton, the white-fringed beetle, the Japanese beetle, the gypsy moth which attacks forest trees, the soybean cyst nematode, the imported fire ant, and migratory grasshoppers.

Long-range programs are also being conducted to eradicate brucellosis and tuberculosis of cattle, and scabies and scrapie of sheep. Tuberculosis and also brucellosis (undulant fever) are threats to man as well as animals, so eradication of these diseases is doubly important to the health of the Nation.

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November 1961

Utilization Research -- Putting Science to Work for Consumers and Farmers:

Frozen concentrated orange juice, the homemaker's morning godsend and symbol of the busy American way of life, owes its existence to a highly-organized kind of scientific investigation done in the U. S. Department of Agriculture under the prosaic name of utilization research.

When scientists of USDA's Agricultural Research Service, working with the Florida Citrus Commission, finally succeeded in 1944 in working out the basic process by which fresh orange juice can be frozen and preserved in small cans for convenient use, they also were providing a classic demonstration of what utilization research seeks to achieve -- new and better things from agriculture.

This research has a special urgency today when U. S. farmers are producing a super-abundance of farm commodities.

Four Regional Laboratories

The effort is comparatively young in USDA, but its record to date is impressive. Utilization research did not get underway until after four special regional laboratories for the purpose had been built in 1939-41 at Peoria, Ill., Philadelphia, New Orleans, and Albany, Calif. They constitute the world's largest and best-equipped facilities for utilization research on farm products. In addition, 10 associated field stations supplement the work in the main regional centers. In all, more than 1,800 persons are employed by ARS in utilization research, and the work is supported by about $18 million annually in directly appropriated funds.

Frozen orange juice (it now returns at least $100 million annually to citrus growers) is only one chapter in the utilization story.

Stress at present is on expanding both consumer and industrial markets for vegetable and animal fats and oils, and for such major crops as cereal grains and cotton.

Much already has been done. For example, important progress has been made in developing chemically-modified animal fats for use in industrial plastics. Some 40 million pounds of animal fats already are being used to produce epoxidized oils for plastics, and the demand is growing. Another compound, derived from animal fats for use as an internal plasticizer to make vinyl plastics more flexible, is vinyl stearate -- developed by ARS scientists. An annual market of 100 million pounds is expected to open up for this material.

Starches From Corn

Progress with cereal grains is reflected in research that has developed a method for producing dialdehyde starches from corn. These new materials have practical possibilities for use in paper products with improved wet strength and for tanning leather. Another new corn starch -- amylose -- also shows great promise of being industrially useful in making adhesives, films, and paper products.

Utilization studies, which have made important contributions to the development of cottons with wash-and-wear convenience, have helped cotton to compete with the popular synthetic textile fibers. As a result, 1 million more bales of U. S. cotton are now used each year than would have been used without this research. Fabrics with resistance to flame, rot, and mildew, with soil resistance and other improved properties, have also been developed by ARS.

The list of improved or new products is long -- potato flakes and potato granules, convenience foods of proven appeal to consumers; dehydrated eggs widely used in food processing; two-way stretch cotton bandages; and dextran, the blood plasma extender. It demonstrates clearly the enormous value of utilization research.

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UNITED STATES DEPARTMENT OF AGRICULTURE

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Growth Through Agricultural Progress

November 1961

Home Economic Research -- Raising Levels of Everyday Living:

Over the years much progress has been made in improving nutrition in this country. Today only about 10 percent of the United States families have diets in urgent need of improvement. Only 25 years ago, a third of the nation was ill fed.

Scientists have been discovering what nutrients are needed for good health, what foods contain these nutrients, and how food should be prepared to preserve these nutrients. Plentiful food supplies and increased purchasing power for many families have combined to permit the selection of those foods that make for better health.

Nutrition research in the U. S. Department of Agriculture is done in the Agricultural Research Service. Here, scientists work to raise levels of every-day living for all U. S. citizens. In addition to research on human nutrition, ARS home economists do research that leads to better clothing, housing, and home management.

Dietary Levels Reported

Home economists not only tell what is good to eat and why but report, from time to time, on how well we are heeding their findings.

A few years ago, for example, the Institute reported many facts of interest about U. S. dietary levels from a survey that covered rural and urban families in all regions of the nation. Because of enrichment of grain products, more iron and three B-vitamins -- thiamine, niacin, and riboflavin -- are now consumed. Greater consumption of milk and meat have increased amounts of calcium and protein

in our diets, but these same studies show we need to consume still more milk, fruits, and vegetables to satisfy the standards of nutritionists.

Nationwide surveys and also smaller special-purpose surveys by ARS home economists tell what various groups in the U. S. population are eating. The findings give farmers and food distributors information on what food products families need and want. In addition the reports help teachers and extension workers, nutritionists, food planning authorities, and homemakers in selecting and using agricultural products.

Since 1894, when USDA's first bulletin on food was published -- "Foods: Nutritive Value and Cost" -- great strides have been made in improving U. S. diets. Still, there is much to learn yet. For example, the human body requires some 50 complex chemical substances from its food and, yet, for only a fraction of these can today's nutritionists estimate the precise requirements people need at different stages of growth and development.

Energy-Saving Kitchens

ARS home economists have found other ways to raise levels of everyday living. Housing specialists, for instance, have designed and exhibited a series of energy-saving kitchens, each incorporating the results of Federal-State studies on the space needed and energy used by homemakers in performing various kitchen tasks. Work-saving features in these kitchens, although designed, first, with those in mind who have special need to conserve energy, can provide useful ideas for any efficient home kitchen.

Special clothing that meets many of the problems of physically handicapped homemakers in moving about and doing housework has been designed by ARS clothing specialists. Textile specialists have developed a formula for predicting and, thus, controlling shrinkage of knit fabrics in laundering, of assistance to consumers and knit goods manufacturers. Standardization of clothing sizes for women and children has depended heavily on research on body measurements made by home economists.

ARS home economists also have helped to make U. S. homemakers better managers. By studying and reporting on family incomes, spending, and consumption, they help families make the most economical and satisfying use of their resources.

The constantly rising living standard of American families in the 20th century reflects the progress recorded in all areas of home economics research -- a cooperative effort among the Federal government, agricultural experiment stations, State colleges, and private industry.

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November 1961

SRS Measures the Nation's Agriculture:

Measuring and reporting the Nation's agricultural production, supplies and prices is a major responsibility of the Statistical Reporting Service. This agency also works with other agencies of the U. S. Department of Agriculture in improving statistical methods and techniques, and provides data processing services, using high -speed electronic equipment.

The program of agricultural estimates provides statistics on numbers of livestock and poultry, on acreage, yield and production of crops, and on supplies of commodities in storage. These are reported monthly or quarterly and annually, for the Nation and for each State.

The Washington office of SRS issues about 500 reports during a year, and many of them are paralleled by simultaneous releases from 43 state offices.

Half a Million Questionnaires

Data on which the estimates are based are gathered from more than a half million farmers and businessmen by means of questionnaires. This information is supplemented by personal interviews with a scientifically selected sample of farmers and by objective measurements of sample plots of major crops. Much of the basic information is collected and summarized by the state offices for use in preparation of the national estimates and reports.

Because of their influence on speculative trading, the monthly reports on general crop production, on cotton production and on agricultural prices are prepared behind locked doors, and are released to news media and to the public at scheduled times.

Aid to Planning Production

Farmers, processors, distributors and many others use the statistical reports in planning production, in determining fair prices, in planning purchases and in other ways which help to keep consumers supplied with food and fiber.

Studies of consumer purchases and attitudes toward certain products aid manufacturers and distributors in developing new markets for farm products and in better meeting consumer needs. The reports on prices have many uses, including determination of levels of government support of prices to farmers.

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November 1961

Economic Research--Facts to Strengthen Agriculture:

The Economic Research Service carries out a wide range of activities to measure the financial health of American agriculture.

Economic forecasts help plan for the future in projecting the supply and demand for agricultural products a number of years ahead. Currently, economists are putting together a picture of American farming as it is expected to be in 1975.

In another area of importance to the well-being of agriculture and the country as a whole, a watchful eye is kept by this U. S. Department of Agriculture agency on resources available to farmers. Land, labor, livestock,buildings, equipment and other resources are under continuous research. After study, promising developments are recommended to farmers for improvement of farm management.

Trends in Rural Living

Trends in rural living are also analyzed. For instance, the impact of industrialization on rural communities was explored in recent research. When new industries were established in rural communities, one in four employees were found to be farm operators.

In addition, the Economic Research Service also provides farmers with the current outlook and situation for agriculture and the conditions affecting farm people. The conditions and situation reports show price trends, food consumption and supplies, labor costs, and crop and livestock trends.

Marketing Research

A parallel field of economics emphasizes expansion of markets for abundant farm products. Marketing research has shown, for instance, that the housewife could save 2 cents per loaf by buying frozen bread; bakeries and farmers would also benefit by increased sales and lower handling costs.

Since the production of one out of six acres goes abroad, an important part of economics research is devoted to analysis and development of foreign trade in farm products. Studies of foreign markets began in the 1890's.

The Economic Research Service offers an international scanning service as well as an accurate source of economic information concerning agricultural products both on the farm and in the commercial channels of the Nation.

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AMS Has Job of Getting Food to Crisis Areas, Needy, Schools:

The winter had been an especially hard one. Snow was at record depth. Temperatures were well below average. And worst of all, Chesapeake Bay was frozen over. For the watermen along the Eastern Shore, this meant no work, no money, and no food for their families.

To stave off a real food shortage, the U. S. Department of Agriculture and cooperating State agencies quickly set up food donation centers in a three-county area of Maryland. Other food supplies were taken by boat through the ice-choked waters of the Bay to Chincoteague Island off the Virginia coast. In less than three days, the food shortage was alleviated.

This quick action on the part of the Food Distribution Division of the USDA's Agricultural Marketing Service, typifies the most dramatic aspects of its food donation program. But day-in-day-out, this agency performs an equally serviceable job of moving abundant farm foods where they are needed most.

Three-Way Program

Actually, the Food Distribution Division operates a three-way program. It donates commodities for the needy; it provides financial and commodity aid to the National School Lunch Program; and it aids in the purchase of milk under the Special Milk Program.

The Direct Distribution Program, in effect nearly 26 years, provides outright donations to the States of certain basic commodities for distribution to needy people in family units and in institutions. At present, nearly 7 million persons are benefiting from the program.

Of even wider scope is the School Lunch Program which feeds 13.5 million youngsters a well-balanced noon-day meal. Public and private schools subscribing to the program receive cash, food and technical assistance from the Department

The Type A lunch, developed by USDA nutritionists, supplies children with a third of their basic daily requirements of vitamins and minerals. School lunch managers adapt the quantity of the serving to the needs of the child--little portions for little children, big portions for husky teen-agers.

Extra Milk Servings

To increase the consumption of whole milk, youngsters in schools, day nurseries, child-care institutions and summer camps receive extra servings of milk through the Special Milk Program. The idea is to provide an outlet for abundant milk supplies by giving children milk at special "breaks" both in the morning and afternoon. Lunch managers also are urged to serve milk of fruit-flavored drinks at mealtime.

Recently, USDA embarked on still another distribution program. This is the Food Stamp Program which is being tried on an experimental basis in eight areas of acute economic distress. It gives low-income families and those receiving public assistance the means with which to buy more varied and nutritious foods through regular retail channels. Food stamp coupons not only add to the buying power of these people but benefit the retailer and stimulate the local economy as well.

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Grading and Inspection--"Language of quality" aids consumers, producers:

Mrs. John Q. Public stepped gingerly through the door into her favorite food store. When she did, she posed a strange paradox between the collective and the individual. Joined with her shopping sisters, she forms the biggest, busiest buying block in the country--the managers who make the most buying decisions. But individually, as she picked up her shopping cart and started her rounds, she felt more like a "little" buyer than a "big" one--confronted by the awesome array of some 5,000 to 6,000 items in her food store, somewhat bewildered by them, concerned by the importance of her task of trying to get the most good for her family, at minimum expenditure from the family budget.

Easy way to Better Buying

But many housewives have learned an easy, simple way to buy wisely. They've simply learned to understand the uniform language that food marketers themselves use in making their marketing decisions.

As they do, they draw on another of the many services the U. S. Department of Agriculture provides--services that help make food marketing in America a worldwide wonder. This service is the inspection and grading of foods conducted by the Agricultural Marketing Service.

Need for such a uniform language was limited when USDA was established 100 years ago. Then much food was home-grown--or bought directly by the consumer from the producer. But as this country grew, transportation and communication expanded. Soon farmers were selling products to buyers hundreds and then thousands of miles away. They needed a common, universal language--which would enable them to understand each other exactly on the quality of the food they were trading in. The obvious service to the public to be derived from such a system of standardization and inspection made it an appropriate assignment to the Department.

Through the years the service has grown steadily, as the marketing of foods has increased in scope, size, and complexity. It works like this--using the case of beef as an example: USDA "standardization" experts specify the exact definitions of what beef shall be termed "USDA Prime" quality, what shall be termed USDA Choice, USDA Good, etc.

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Then USDA meat graders stationed around the country apply these definitions as they examine beef in the voluntary grading service. They determine the grade of a side of beef, then run a roller down the side, printing the grade assigned in a continuous "ribbon" of print along the side of beef. When the packer offers that beef to a buyer, he states what its USDA grade is--and both understand each other as to its high quality, and are therfore able to bargain intelligently--even though they may be thousands of miles apart, talking over the telephone.

That side of beef will move along soon to the retail store, be butchered into consumer-sized cuts, and offered for sale to shoppers--including the Mrs. John Q. Public who's worried about her ability to spend her family's food shopping money well.

Knowing Exact Quality

Mrs. Public can plainly see the grade the USDA grader marked on that meat. Then she can buy with full assurance that she knows the exact quality of what she's considering--with just as much confidence as if UUSDA meat grader were there at her elbow, advising her. She can select the grade best suited to her particular need, and to how much she wants to pay. And she can intelligently compare price in relation to quality, so that she gets the best buy possible.

Beef is just one example. USDA's Agricultural Marketing Service has a total of 1,545 grade standards in effect now, providing precise definitions of the quality of 282 different farm and food products. Set up originally to aid marketing as this country expanded, they now promote efficiency in marketing throughout the huge food industry.

And they give new confidence to the stride of Mrs. Public as she enters the food market, to start her family's shopping. USDA's standard language of quality helps her to identify accurately the relative quality of foods she's interested in--and then to make the buying decisions that will gain most value from the family's food budget.

(Further, more detailed information and illustrations are available in two USDA publications: HGB 58, "Shopper's Guide to U. S. Grades for Food"; and AMS 210, "Checklist of U. S. Standards for Farm Products.")

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Housewive's Market Basket Goes Coast-to-Coast:

A midwestern housewife beats her way through a blizzard to the local market to buy the week's groceries. Included in her shopping list are Washington apples--fresh from storage; Texas lettuce--rushed to her from the Rio Grande Valley; radishes--harvested a few days earlier in Florida.

Food purchases like these are commonplace for most Americans. Each of us enjoys the fruit of the farmer's labor almost without regard to season or geographic location.

America's farm marketing system is a success story, just as production is a success story. And it promises to be more successful in the future. Research now on the "drawing board" in the Agricultural Marketing Service of the U. S. Department of Agriculture, holds the promise for even better eating and more efficient marketing for farmers and consumers.

Measuring Market Quality

New machines are being developed that will better measure quality without destroying the sample. A device--still in the laboratory stage--actually looks inside potatoes to see hollow heart. Other devices check the color of tomato juice, the fat content of beef, and mold damage on corn.

Insects that attack food and fiber in the market place may be even less of a problem in the future, thanks to diseases that kill the insect but are harmless to humans, and thanks to insecticide and other chemicals.

Old wholesale fruit and vegetable markets are being replaced with modern facilities. One such market proposed for New York City would save consumers, farmers, and marketing agencies about $10 million a year.

Right now results of AMS marketing research are saving more money each year than the program costs.

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CEA's Job--Fair Play in the Commodity Markets:

A Kansas farmer phones a local elevator and finds that the price of wheat has advanced 2 cents a bushel. He decides to sell.

A Texas cotton farmer learns that local buyers have lowered their prices a half cent a pound, and decides to wait.

A Maine potato farmer sells his crop on a day when local shippers advance their prices 5 cents a hundredweight.

The Kansas elevator raised its price because wheat futures prices on the Chicago Board of Trade showed a similar increase. Texas cotton buyers lowered their prices following a decrease in the futures prices on the New York Cotton Exchange. Maine potato shippers increased their buying prices because of a rise in Maine potato futures on the New York Mercantile Exchange

Regulating this vital area of futures trading is the responsibility of the U. S. Department of Agriculture's Commodity Exchange Authority.

Futures Used As "Base Prices"

Futures prices are used all over the United States as guides or "base prices" in the marketing and distribution of important crops like wheat, corn, cotton, wool and potatoes. Futures trading attracts thousands of buyers and sellers and registers a continuous stream of prices which provide an essential service to the individual farmer, merchant or processor.

Futures trading weighs and measures market news developments and strikes a balance in terms of price. The diversity of traders' opinions reflects changing weather conditions, crop reports, domestic and foreign demand, news of Government farm programs--and a hundred and one other supply and demand forces that make the going price.

Open and competitive futures trading, properly conducted, is assurance to the farmer of getting the best price that the market has to offer.

Continuous Regulation Provided

To see that prices registered in futures trading are fairly and openly arrived at, and furnish a true reflection of supply and demand conditions, the CEA continuously provides regulation of futures trading in commodities covered by the Commodity Exchange Act.

Regulation of futures trading by CEA also operates to safeguard the essential marketing service known as "hedging." This is the non-speculative trading in futures engaged in by commodity firms, farmer cooperatives, and some individual farmers, to diminish price risks inherent in the ownership and merchandising of cash commodities. For protection against price risks on inventories or requirements in actual commodities, they make offsetting sales or purchases in futures.

CEA requires Federal registration of floor brokers on the exchanges and futures commission merchants who handle buying and selling orders of the trading public. The agency maintains a system of required daily reports from exchange clearing members, futures commission merchants and large traders. It uses data from these reports and other information to keep check on large-trader operations, analyze sensitive market situations, and publish futures-market statistics and reports.

Limits Speculative Holdings

CEA enforces limits on speculative holdings and transactions of large traders in grains, soybeans, cotton, and eggs. It audits the books and records of futures commission merchants to prevent the misuse of trader's funds, and the cheating and defrauding of commodity customers. From surveillance of trading and investigation of questionable trading practices, CEA develops evidence for administrative and court proceedings to suppress price manipulation and other violations of the Commodity Exchange Act.

Federal regulations of futures trading was authorized by Congress in 1922, with enactment of the Grain Futures Act. In 1936 this legislation was strengthened, and renamed the Commodity Exchange Act.

CEA's regulatory work applies to 16 commodity exchanges. The volume of futures trading supervised in the 1961 fiscal year amounted to 11,450,000 transactions, with an estimated value of $52.3 billion..

In keeping watch on this great volume of trading, CEA helps to make the futures markets a safer place to do business.It protects a competitive pricing system that extends from the farm to the grocery store--and safeguards the hedging service in marketing which helps to hold down the price spread between the farmer and the food consumer.

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Research is Foundation of the Farmer Cooperative Service:

Pride in the farmer's walk, more money in the farmer's hand, orange juice and two eggs for the city-dweller's breakfast, and quality ham for Sunday dinner. These are but a few things the Farmer Cooperative Service of the U. S. Department of Agriculture is helping bring about.

The work of FCS touches on the lives of four out of five American farmers. It consists of help to farmer cooperatives in more efficient handling of farm products on the path from the producer to the consumer, and, in reducing the farmer's costs of farm supplies and services.

This work with farmer cooperatives has been going on in the USDA since 1913, when Congress first appropriated specific funds for this purpose. It is now performed under the authority of the Cooperative Marketing Act of 1926.

High Quality Products

From the beginning, FCS work has helped cooperatives in their drive for high-quality products. Its studies have reached into cooperatives bearing many famous food brands--with much of this research aimed toward better processing, packaging and merchandising to get a better product to the consumer. As one example, in the early days of USDA work with cooperatives, researchers rode railroad cars hauling fruit all the way from California to the eastern market to help a large west coast citrus cooperative find ways to ship its product to the East without loss of quality.

Very early Department studies on cotton cooperatives called for producing a single variety so seed mixing at the gin could be eliminated and a pure strain established. This led to establishment of the one-variety communities now standard in most cotton producing areas.

During recent years, FCS has focused its work on helping farmer cooperatives effectively function as the business representatives of their farmer members. Its research studies have been emphasizing ways to promote greater efficiency, better member relations, wiser application of sound principles of economic integration, improved management practices, effective approach to mergers, and general all-around better performance by cooperatives.

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Studies on Eggs, Milk, Cattle, Citrus

Recently, it has published studies on plant costs for handling eggs, bulk shipment of milk and feed, loss and damage in transporting livestock, and better ways for processing and shipping Florida fresh citrus fruits.

Every year FCS issues a report on numbers and memberships of farmer cooperatives and their dollar volumes of business. And it has issued reports on integration in the dairy, petroleum and feed fields.

All told, in the fiscal year (July 1, 1960 to June 30, 1961) FCS issued 54 publications on matters of particular moment for cooperatives, and it has a stock of 250 or so different publications on various cooperative activities.

FCS carries on educational work with cooperative personnel and farmer boards of directors by having its staff help with many meetings, clinics, and general educational and training conferences sponsored by cooperatives, land-grant colleges, State cooperative councils, the American Institute of Cooperation, and banks for cooperatives.

It has contributed to international understanding of cooperatives by having an exhibit at the World Agricultural Fair in Cairo in April 1961, by working with farmer cooperatives in Turkey in 1961, and by helping, during 1960, 700 foreign visitors who were interested in learning how American cooperatives operate.

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Foreign Trade in Farm Products Is Big Business:

Three well-balanced meals a day for 22 cents per person? Impossible? Not in Japan. The average Japanese housewife is doing it, trying at the same time to serve more nutritious meals to her family.

Market development programs of the Foreign Agricultural Service of the U. S. Department of Agriculture, in cooperation with U. S. trade organizations, have helped Japanese homemakers -- and other women around the world -- to feed their families better and more economically. At the same time, these programs have helped to expand markets abroad for U. S. foodstuffs.

Nearly $5 billion worth of American farm products are now consumed annually abroad. Like most worldwide businesses, the U. S. farm business--producers, processors, and traders--needs a competent staff to help maintain and build up agricultural export trade. This is one of the main jobs of FAS.

Government-Industry Project

Basically, foreign market promotion is a joint government-industry project. It is aimed primarily at holding traditional dollar markets and finding new ones. Despite the wide publicity given to special government export programs, such as sales for foreign currencies, barter, and donations, dollar sales are still the backbone of our farm exports. In fiscal year 1961, a record export year, sales for dollars accounted for 70 percent of the total.

In some areas abroad, American traders face obstacles such as tariffs, quotas, and other foreign restrictions. Removal of these barriers is one of the goals toward which FAS is constantly directing its efforts.

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In many parts of the world, our U. S. foods and fibers are little known. They must be introduced and popularized. Trade fairs are a useful tool in this facet of market promotion. In the past five years, some 40 million foreign consumers have been given a chance to see the wide variety and high quality of U. S. farm products exhibited at 80 international trade fairs in 20 countries. Motion pictures, radio and TV programs, and informational pamphlets have also been used to acquaint the world with our agricultural products.

Competition a Factor

Competition is another factor in marketing goods abroad. U. S. wheat must compete with that of Canada, Australia, Argentina, and other countries. Tobacco growers in the Carolinas and Georgia are becoming increasingly aware of Rhodesia's expanding flue-cured production and entry into world markets. U. S. citrus and deciduous fruits face strong competition from many fruit-producing countries.

In all its promotion activities--whether they be surveys, trade fairs, kitchen bus demonstrations in Japan, a soybean project in Italy, or a host of others--FAS works closely with cooperating farm and industry groups who share in supplying financing, manpower, supervision, and know-how.

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World Agricultural "Intelligence" Aids Farmers and Traders:

World agricultural "intelligence" is a tool designed to sharpen the effectiveness of world agricultural trade--and today's global trade in farm products is a business that has a direct bearing on the lives of nearly 3 billion people.

Global agricultural information can mean the difference between profit or bankruptcy of the world's farmers and traders. It can determine whether a nation's economy will be sound or unsound. It can alter the housewife's food budget, whether it be calculated in U. S. dollars, Greek drachmas, or Indian rupees.

In the United States this information is supplied largely by the U. S. Department of Agriculture through its Foreign Agricultural Service--a reporting service regarded by users as the world's most comprehensive of its kind.

Out of this reporting, analysis, and publications program comes information which helps the U. S. exporter to sell wheat; the U. S. importer to buy coffee; and the Food for Peace program to learn where world hunger exists.

Agricultural Attaches at Core of System

Agricultural attaches are the core of the global agricultural "intelligence" system operated by FAS. Their reports cover production, trade, and consumption of over 230 agricultural commodities, ranging from wheat to walnuts. They also provide much collateral information: government policies, formation of "common-market" coalitions, foreign currency and credit availability, trade balances, labor situations, bilateral trade obligations--as well as facts about weather, market demand, prices, and changes in farming techniques.

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The attache report is the first step in the production of useful agricultural intelligence. The second is the fitting together of related facts by economic analysts in Washington with expert knowledge either of a commodity or an area, or both.

Serves U. S. Needs

Who gets the agricultural "intelligence" produced by FAS? How is it used?

The FAS reporting system is set up specifically to service the needs of U. S. agriculture. Primary "clients" are U. S. producers, processors, and traders. For example, the newly developing countries south of the Sahara are interested in obtaining higher-yielding varieties of seed. FAS information on the staple food crops of these peoples, the varieties of seed that will grow best--and the limitations imposed by soil and climate--is enabling U. S seed companies to supply this demand.

International organizations and many foreign governments also rely on FAS for dependable facts and figures. The International Coffee Agreement, for example, sets its trading quotas on the basis of the world coffee estimates made by FAS. And members of the International Wheat Agreement make use of FAS intelligence to get billions of bushels of wheat in world granaries for the people who need it.

FAS releases over 5,000 reports a year on some aspect of foreign agriculture --in direct answer to individual queries and through a series of free publications.

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Soil Conservation Districts Are Creating a New American Landscape:

Fifteen years ago Smith county, in the rolling hills of Tennessee, was a gullied, washed-away countryside that had been "corned" to death. Farm income was low. Business was poor.

Today this county has been transformed into a beautiful area of grassland and livestock, attractive farm homes 90 percent electrified, good farm equipment, and prosperous farm people. Although population has decreased, bank assets have increased more than ten-fold.

In Carthage, the county seat, citizens are prosperous and business is good. And business is based almost 100 percent on farming. The county has only two small factories.

The transformation from corn to grass, from plow to cow, from backyard washpot to electric washer, Smith countians say, is due almost entirely to the program of the Soil Conservation District organized by farmers of the county in 1945. Keystone of the program is 100,000 new acres of fescue and Ladino clover grassland that supports dairy and beef cattle and sheep instead of the former corn-hog system of farming. And the new grasslands and other conservation practices have healed the eroded fields.

Story Far From Unique

The Smith county story is not unique. It is the story of hundreds of communities that, beginning in 1937, have organized soil conservation districts under State law.

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The soil conservation district movement was launched by President Franklin D. Roosevelt in a letter to State governors in February 1937. No other movement in our agricultural history has spread so rapidly. By July 1, 1945, all of the then 48 States had passed soil conservation district enabling legislation. Puerto Rico and the Virgin Islands did so in 1946, and Hawaii and Alaska followed in 1947. By July 1, 1945, a total of 1,346 districts had been organized. By the spring of 1961, the number had grown to 2,888.

Soil conservation districts, governed by a board of local people who, like school board members, serve without pay from any source, include 90 percent of the Nation's agricultural land and 95 percent of the farms and ranches. Twenty-three States are completely covered by districts.

Each district is legally responsible for soil and water conservation within its territory just as a county is responsible for roads or a school district for education.

Memorandum of Understanding

Each district has a memorandum of understanding with the Secretary of Agriculture. The U. S. Department of Agriculture's Soil Conservation Service, under a supplemental agreement, channels most of its technical assistance to individual farmers and ranchers through soil conservation districts.

Soil conservation districts are creating a new American landscape. Fly across the country on a clear day and you'll see many of the trademarks of the soil conservation district program: 16½ million acres of contour stripcropping, curving alternate bands of close-growing and tilled crops; more than one million miles of terraces; more than a million farm ponds; more than one million acres of grassed waterways; more than 40 million acres of pasture planting and range seeding; more than 7½ million acres of tree planting.

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Great Plains Conservation Program--The Dust Is Dying:

On May 11, 1934, the Nation was startled by a tremendous dust storm that roared eastward out of the Great Plains, darkening the skies above the U.S. Capitol Building and falling on the decks of ships in the Atlantic. Nothing like this had ever happened before in the United States.

Another great dust storm filled the air over the Nation's Capital with soil from 2,000 miles away less than a year later -- on March 6, 1935.

These storms dramatized the land use and climatic problems peculiar to the 10 States of the Great Plains, a vast agricultural empire spanning the country from north to south. They stimulated enactment of the Soil Conservation Act of 1935, which established soil and water conservation as a national policy and created the U. S. Department of Agriculture's Soil Conservation Service.

"Dirty Thirties"

The "dirty thirties" on the Plains were succeeded by a "wet" cycle in the forties. Many new settlers came to the Great Plains, some to occupy farms abandoned in the thirties. They plowed up some 4 million acres of the remaining grasslands.

Drought struck again in the fifties. Between June 1953 and March 1957 the Federal Government spent $423 million for disaster relief and emergency credit loans in the Great Plains.

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By 1957, the long history of critical land damage and economic losses caused by periodic drought, destructive winds and loose soil unprotected with ground cover, had convinced the people of the Great Plains that their conservation problems required a more far-reaching approach than was then available under other programs.

The Congress, that year, enacted the Great Plains Conservation Program, Public Law 1021, in response to the need for specialized assistance to cope with severe climatic conditions and to return to grassland some 12 to 14 million acres unsuited to cultivation.

Tailored to Regions

This program, the first agricultural program ever tailored to a region, authorized technical and financial assistance to farmers and ranchers in designated counties of the 10 Great Plains States in making land use changes and improvements in their cropping systems to conserve soil and water resources, and to install the conservation measures needed under such changed uses and systems.

It authorized a "package deal" in the form of 3- to 10-year contracts under which the landowner is assured of continued assistance until the job is done. Because of climatic conditions, annual programs often are inadquate.

The some 7,500 farmers and ranchers now participating in the program who are carrying out scientific conservation plans on some 35 million acres will get their conservation job completely done in a specified period. For them, the dust is dying.

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The Forest Service--Serving Forest Resources and Forest Users:

No longer may the Forest Service be represented by the solitary ranger on horseback patrolling his district for fires and poachers. The forest ranger, on-the-ground representative of this U. S. Department of Agriculture agency, is today a college-trained professional land manager. He is a down-to-earth executive looking after a large area of public forest and other natural resources and in the process dealing with many citizens as they come to see or use these resources.

The five major forest resources--timber, water, forage, wildlife, and recreation--spell out the meaning of the Forest Service and the reason for its existence. It is for the Service to see that these resources are used harmoniously to produce a constant, present and future stream of goods and services "for the permanent good of the whole people."

Agency Created in 1905

This USDA agency was created in 1905, during the same year that the lands now known as National Forests were transferred to the Department of Agriculture. It was created to promote the conservation and wise use of these public lands, as well as all the country's forests and related resources.

To meet this responsibility, the Forest Service divides its work into three parts: managing the 186 million acres on 155 National Forests; cooperating with the States and other forest landowners to spread better forest

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protection, practices, and development; and conducting research to improve all aspects of forest management.

National Forests are managed to obtain maximum use and yield of all resources under multiple use and sustained yield policies. Only through use and renewal can the timber and the watersheds, the grasslands and the wildlife serve the Nation indefinitely and supply the backdrop for the vast recreation use these forests will continue to enjoy. Protecting the forest against fires, insects, and diseases is another part of management. Translated in terms of dollars, one of the many measures to test effective management, National Forest receipts rose from $75,000 in 1905 to $148 million in 1960.

2 Billion Trees Planted in 1959

In cooperating with the States and private landowners, the Forest Service seeks to encourage better protection, better forest practices, and better management on the hundreds of millions of forest acres in private ownership. An important aspect of this cooperation is the aid given by the Service in distributing planting stock for forests, shelterbelts, and woodlots. In 1960, about 2 billion trees were planted.

Forest and range research is conducted at nine experiment stations and the Forest Products Laboratory at Madison, Wis. The entire field of forestry and range management is the province of these research centers.

The widespread practical and informational works of the Forest Service have resulted in a greater awareness by the American people of the importance of forest resources to the national welfare; a steady decrease in the number of man-caused forest fires and the amount of acreage burned; and a greater acceptance of better forestry practices by private owners of forest land.

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Reforestation Aid--Boon to States and Private Landowners:

If all the acres of privately owned land in need of reforestation were placed side by side, they would cover the New England States and almost all of New York State.

This means that over 70 million acres of State, farm, and private lands could profit by planting their idle acreage to trees.

The Forest Service of the U. S. Department of Agriculture stresses the importance of enlarging the Nation's permanent timber supply to meet future demands. Half the existing timberlands are in the hands of $4\frac{1}{2}$ million farmers and other small forest owners. Because much of the future wood supply depends on the way these landowners use their lands, the Federal government has several cooperating programs underway to help them increase, protect, and improve timber stands.

8 Billion Trees Distributed

Under the Clarke-McNary Act, in operation since 1924, the States produce or acquire, and distribute seedlings for reforestation on private lands. The Forest Service, acting for the Federal government, reimburses the State for any loss incurred in these operations. In addition, it furnishes technical advice and guidance to State nurseries.

Under this cooperative tree planting program, over 8 billion trees have been distributed to 48 participating States and Puerto Rico since 1926.

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The same Act provides for protection from forest fires of over 400 million acres of non-Federal forest and watershed lands through the cooperative activities of the Federal and State governments.

Insects and diseases account for the loss of over 7 billion board feet of timber each year. To help cut down this loss, the Secretary of Agriculture is authorized to cooperate with State and local groups in suppressing or controlling these forest enemies on all forest lands, regardless of ownership.

Offers Management Aid

In addition to helping people plant trees and protect them, the Federal government also offers management assistance and helps defray the cost of improving forest stands. Under the Cooperative Forest Management Act of 1950, State forestry departments cooperate with the Federal government in bringing improved management techniques to small woodland owners.

Under USDA's Agricultural Conservation Program, the government pays up to 50 percent of the cost on the landowner's satisfactory completion of a forest improvement program approved by the county Agricultural Stabilization and Conservation (ASC) Committee. This program includes planting trees, thinning crowded stands, pruning young stands, eliminating "weed" trees, and other beneficial forestry practices.

Not only do these cooperative programs put money into the pockets of farmers and small woodland owners, but they contribute materially to the Nation's buildup of the timber resources.

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Forest Products Laboratory--First in Wood Research:

Stress-cover construction may not mean much to most people, but to the increasing number of those who move into prefabricated houses each year the term should be as important as plumbing or color schemes in the kitchen.

This type of construction, pioneered by the Forest Products Laboratory at Madison, Wis., made possible the creation of a half-billion-dollar-a-year industry which assembles hundreds of thousands of such dwellings throughout the country. Studs and their outer facings are joined firmly together by glue, or nails so they can be handled as a unit.

The Forest Products Laboratory is a major research facility of the U. S. Department of Agriculture's Forest Service. In 1960, it celebrated its 50th anniversary as the oldest wood research laboratory in the world.

On the U. of Wisconsin Campus

Established on the campus of the University of Wisconsin, the huge laboratory houses a corps of scientists and technicians whose task it is to delve into the mysteries of wood and come up with new or better ways of utilizing this renewable resource.

In the past 50 years, the Laboratory has made some remarkable contributions to basic and applied wood research with results that have benefited consumers and wood-using industries. In the South, for instance, the Laboratory was responsible in no small way for transforming eroded, profitless lands into thriving tree-growing enterprises. This it did by discovering a semi-chemical pulping process that could use low-value trees in the manufacture of paper.

Laminating Techniques

Other research and testing activities have resulted in laminating techniques which produce strong, wide arches for churches, auditoriums, and barns; dry kilns that are widely used by lumber manufacturers; better packaging of agricultural and industrial products through established principles of box and crate construction; wood-strength tests that enable better grading of lumber products and better designing of structures; and processes in cellulose production which change wood into high-grade paper products, explosives, plastics and synthetics.

Ever seeking a wider, fuller utilization of wood and a reduction of waste, the Forest Products Laboratory's efforts now and in the future are directed toward furthering the upward trend in the output of industrial wood products.

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Adjustment is Key to Extension Programs:

A practical farm educational experiment that has contributed much to America's abundance and high living standards was launched in the U. S. Department of Agriculture more than a half century ago.

The Department early found that its research to be useful had to be simply explained and demonstrated. The Department and State Land-Grant Colleges in 1914 launched the Cooperative Extension Service. They joined with county governments in the cooperative employment of county agricultural, home demonstration and 4-H Club agents.

Many other countries have been strong in research and have abundant natural resources. None of them have been nearly as successful in putting scientific results to work on the day to day problems of increasing farm productivity and efficiency or improving the levels of living of their people. Many nations are now studying our extension methods and patterning extension educational programs after those in the United States.

Extension Basic to Technological Revolution

These localized methods by extension agents, and the Department and college specialists back of them, have been basic to the technological revolution in our agriculture and family living. Farmers have been shown how to double and re-double production, fight insect and disease pests, use machinery, fertilizer, management and better varieties to greatly increase efficiency and lower costs.

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Farming has now become a highly productive, efficient, high investment business enterprise, with less than 10 percent of our people needed on the farm. Extension agents are now giving major attention to helping farmers get the facts and analyze their alternatives in meeting complicated adjustments. This involves adjustments necessary to meet farm management, family living, youth and marketing problems.

Rural Areas Development Leadership Provided

Extension agents have assumed the organization and educational leadership role in a major rural areas development effort. It is aimed at helping the people in low income rural communities organize for action, analyze their alternatives, plan and carry out area development programs, with all agencies and groups working together.

Extension agents are giving increasing attention to local educational programs aimed at better total public understanding and action on public affairs education, marketing, and other problems that are as vital to the whole country as they are to agriculture.

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Blind Poultryman Among Millions Benefiting From REA-Financed Power:

Robert Armstrong is a poultryman. He is blind. But despite this handicap Mr. Armstrong conducts a thriving poultry and egg business--and he does it with the help of electricity.

Electrically-operated equipment enables Mr. Armstrong to do his job effectively and make a good living for his family. As a consumer-member of the Northwestern Rural Electric Cooperative of Cambridge Springs, Pa., Mr. Armstrong uses from 4,000 to 7,000 kilowatt-hours of electricity per month. He expects to increase this usage even more as he adds other electric equipment to lighten his work load and speed up his job.

Mr. Armstrong is only one of the nearly five million consumers connected to rural electric lines throughout the country. All are consumer-members of rural electric systems financed by the Rural Electrification Administration, a lending agency of the U. S. Department of Agriculture.

Started in 1935

The REA electric loan program was started in 1935. At that time, less than 11 percent of all farms in the United States had central station electric service. Farm and rural people needed electric power. They wanted it but had no way of getting it because of distance and prohibitive costs.

The rural electrification program offered to these people the solution they had long dreamed of--long-term, low-interest loans to finance their

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own electric lines; advice on how to master the technicalities involved in constructing and operating an electric system.

The response by farm people was immediate and widespread. Groups in all parts of the country enthusiastically tackled the job of organizing electric cooperatives to obtain for themselves the benefits of electric power.

From this grassroots movement emerged the electric cooperative--a service organization created, owned and operated by the people it serves. As a group, electric cooperatives have received about 93 percent of the $4.3 billion in electrification loans made by REA--and have been largely responsible for the extension of electric service into the rural areas of our country.

Today, 97 percent of all U. S. farms have central station electric service. More than half of these electrified farms are served by REA-financed electric cooperatives. The service they receive is first class, and it is provided at a reasonable cost.

Co-ops Equal to Challenge

Farmer-owned cooperatives have proved themselves equal to the challenge of serving once neglected rural areas, and making it pay. They have wisely invested the REA loan funds entrusted to them, and are paying off their loans not only on schedule but ahead of schedule.

The American farmer, the rural resident, the country school, the hospital, the local businessman--have at their fingertips the electric energy they need for a better life, increased productivity, and opportunity for economic advancement.

In 1949, based on the success of the rural electrification program, Congress authorized REA to make loans to improve and extend telephone service in rural areas. Under this newer program modern telephone service--mostly dial--is becoming a reality for more than 1½ million farm and rural families.

Electric power, and adequate communications are two of the essentials to economic growth and stability. They are being provided by local people--for the betterment of themselves, their communities and nation--in cooperation with REA.

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Farmers Home Administration--Sound Credit and Sound Advice:

During the past quarter of a century approximately two million farm families have borrowed $5.5 billion from the U. S. Department of Agriculture's Farmers Home Administration and its predecessor agencies to equip, improve, operate and buy farms. Repayments to date total $4 billion. Most of the amount outstanding has not fallen due. The interest collected has been double the amount written off.

All these farm families, at the time they borrowed from the Federal lending agencies, were unable to obtain the funds they needed from other credit sources.

Had it not been for USDA's credit program they would have been unable to make necessary adjustments in their operations, unable to acquire the resources they needed to make an adequate living, and in the case of young farmers, unable to become soundly established in agriculture. In many instances they would have been forced to sell out.

Why were they able to make a go of it with government credit? Because each loan is accompanied by expert advice in sound farm and home management to help borrowers make profitable use of the land, labor and other resources that will be available to them. This includes advice and assistance in planning improvements and practices tailored to the needs of the individual farm family, in budgeting and otherwise making wise use of income and credit, in tenure improvement, and in debt adjustment, consolidation and extension. It also includes advice and technical assistance with actual farm management problems on the farm during the first few years of the loan. In addition, where major adjustments and improvements are being made the FHA's county supervisors meet with borrowers at the end of each year to help them analyze the strength and weaknesses of their farm operations and draw up plans for further improvements in the coming year.

As borrowers progress to a point where they can do so they return to private and cooperative sources of credit.

Started in the Thirties

While some roots of the lending program go back to World War I, the main effort began in the mid-1930's. In those days the agency was known as the Resettlement Administration (1935-37) and later as the Farm Security Administration (1937-46). The Farmers Home Administration succeeded FSA in 1946.

Through the years the supervised credit program has been the main effort of the various agencies concerned. Supplemental measures developed to assist disadvantaged farm families in the aftermath of the great depression of the thirties included: resettlement projects, group medical care plans, a wide variety of agricultural cooperatives, migratory labor camps, voluntary debt adjustment and work grants.

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The Program Today

Today, credit services provided by the Farmers Home Administration as a supplement to the private and cooperative credit systems cover a broad range.

Loans are made for farming equipment, livestock feed, seed, fertilizer and other farm and home operating needs. FHA also makes loans for farm enlargement and improvement, for the purchase of family farms, for irrigation and farmstead water supply systems, for refinancing existing debts on terms adapted to the farm family's repayment ability; and for the construction and remodeling of rural homes and farm buildings.

In areas where droughts, floods and other disasters have crippled production the agency provides the credit farmers need to maintain their farming operations.

In addition, FHA provides groups of farmers with credit to develop and improve irrigation and farmstead water supply systems and drainage facilities, and to carry out soil conservation measures. In small watersheds the agency makes loans to local organizations to assist in paying their share of the cost of watershed development, including development and improvement of water supplies for municipal and industrial use.

The experience FHA has acquired during the years in dealing with the problems of disadvantaged farmers is being utilized to the fullest extent in USDA's Rural Areas Development Program.

In areas where rural communities are making special efforts to strengthen their economy, FHA has been directed by the Secretary of Agriculture to assist these communities under the Rural Areas Development Program by making full use of supervised credit, providing credit and employment counsel to low income farm families, and establishing technical assistance panels that will give the communities the full benefit of all USDA services as well as technical services available from other sources.

Accomplishments

The basic accomplishment of the supervised credit program lies in the progress made by the farm families who have used this service to acquire the skills and the resources needed for successful farming.

But there have been other gains, too. The entire agricultural credit system has been strengthened as other lenders have used supervised credit as a yardstick to gauge the effectiveness of their own operations. Purchases made with loan funds and the increased incomes of borrowers have stimulated local trade. Improvements made by borrowers in their real estate have built a broader tax base to support improvements in roads, schools and other community facilities. The progress made by borrowers has strengthened the position of the family farm--one of the foundation stones of the national economy.

Demand for Credit Increasing

The technological revolution that has taken place in agriculture in recent years has brought with it a steady rise in the capital invested in farms and an increased need for skillful farm and money management. These factors, along with the low net returns farmers currently receive for their efforts, plus the capital required by the low-income farmers in the Rural Areas Development Program, have increased the demand for supervised credit.

During fiscal 1961 FHA made and insured loans totaling nearly $400 million, the largest amount loaned in any fiscal year.

Loans made by FHA are from funds appropriated by Congress and from funds advanced by private investors. Repayment of the private funds is insured by the Government.

November 1961

Price Support -- Management of Abundance:

Everybody agrees that abundance should be a blessing. But how to keep it that way -- even to the farmers who produce it -- is not always an easy question.

Farmers, their organizations, Congress, and the U. S. Department of Agriculture have for three decades worked to develop programs that help to maintain farm prices that are fair to both producers and consumers. Today, those programs are centered in the Agriculture Department, under the direction of a unique Government corporation that has no operating personnel of its own -- yet which buys and sells farm commodities in the millions of dollars.

The Commodity Credit Corporation was established in 1933 after more than a decade of farm distress had proved that new tools were needed in the "management of abundance." Today the CCC's programs -- and other action programs in the field of production adjustment -- are administered by the Agricultural Stabilization and Conservation Service.

Successor to CSS

ASCS was established June 5, 1961, as the successor to the Commodity Stabilization Service and its forerunners, the Production and Marketing Administration and the Agricultural Adjustment Administration. In addition to price supports, it is responsible for acreage allotments and marketing quotas; disposal of surplus products through sale, barter and donation; the International Wheat Agreement, the Soil Bank, the Sugar Act, and assigned mobilization planning. In addition, it administers the Agricultural Conservation Program, which provides

cost-payments to farmers for certain recommended conservation practices.

Price support and other operations involving direct dealings with farmers are the responsibility of State and county Agricultural Stabilization and Conservation (ASC) committees.

The price support program dates back to 1933 when the Commodity Credit Corporation first supported prices of corn and cotton. Passage of the Agricultural Adjustment Act of 1938 increased the importance of price support by making support mandatory for certain commodities. During World War II and the Korean War, the program was used to encourage increased farm output by minimizing price risks. In recent years, price supports have helped to stabilize farm prices, although heavy production has resulted in the acquisition of sizable inventories of certain commodities -- especially wheat, cotton and feed grains.

How Commodities are Acquired

Under the price support program, CCC acquires commodities in two principal ways: (1) through delivery of commodities that producers have pledged as collateral for price support loans, and (2) through purchases from processors, handlers or producers. CCC approves and finances price support and related activities under the management of a board of directors, subject to the general supervision and direction of the Secretary of Agriculture.

America's farmers have achieved a revolution in food and fiber production, showing the way to freedom from hunger and from want. Government price programs are intended to help prevent farmers from being unfairly penalized by their own success. They also provide farmers with means of joining together to reduce the production of certain commodities, when this reduction is in the public interest.

November 1961

ACP Aids Crop Adjustment:

Wise land use often calls for shifting acres out of intensive crop production into a conservation or livestock program. Wherever this is needed, the U. S. Department of Agriculture's Agricultural Conservation Program is a powerful influence for progress.

ACP has proved its value in assisting both current and long-range national objectives. During World War II, it helped to provide a fertility reserve that was drawn on to meet defense needs. Today it stresses the two-fold value of conservation and production adjustment by encouraging sound land-use adjustments away from intensive crop production.

ACP makes use of a farmer-government partnership, administered through farmer committees at the State and county level. It recognizes both the farmer's responsibility for protecting and improving his land and the public's responsibility for bearing its fair share of the cost.

Farmers Establish Cover

With the assistance of ACP, farmers establish grass, legume and tree cover, improve existing vegetative cover, and establish or improve timber stands. They build small dams for water storage, construct sod waterways and terraces, level land

to conserve irrigation water, apply lime to make possible the growth of conserving cover, and carry out many other needed conservation measures. The program helps to lessen flood damage downstream as well as to hold and control rainfall on farm land -- and provides emergency assistance to farm land damaged by drought, hurricane and floods.

ACP was established by the Soil Conservation and Domestic Allotment Act in early 1936 to assist farmers in making land use adjustments and in carrying out soil and water conserving practices.

Through cost-sharing, farmers and ranchers invest their own money, time, machinery, and labor, amounting nationally to about half the cost of installing conservation measures. ACP assistance in the form of materials, services and financial aid accounts for the other half. During 1959, over a million farmers participated in the program.

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Federal All-Risk Insurance--Self-Help Plan of Protection Against Crop Disaster:

Thousands of farmers hit by crop disaster continue farming through help of insurance indemnities. This is an annual accomplishment of the Federal Crop Insurance Corporation which insures farmers against loss of their crop investments when nature on the rampage strikes down their production efforts.

The many kinds of insurance available to protect against and share the burden of common catastrophic risks resulted in a demand for such basic insurance for farm crops.

Financial difficulties of farmers due to crop failures prompted several private companies to enter the field of insuring against crop disaster during the early decades of the twentieth century. These ventures were all of short duration and revealed that guaranteeing crop production is not only a very high-risk field of insurance but also one with many complications. There was increasing demand that the Government provide such protection since it was not available from private sources. Congress preferred that private sources meet this need. However, insurance representatives advised there was little hope for this.

Program Began in 1939

The Federal Crop Insurance Corporation began operation of all-risk crop insurance in 1939 following passage of legislation in 1938. The objective was to promote the national welfare by developing a sound practical way for farmers to use the self-help method of insurance to stabilize their investments and their future against the full impact of crop disasters.

As a result of excessive losses during the pioneering years of this type of insurance on a nationwide basis, the legislation was amended to limit the operation to an experimental basis beginning in 1948. Congress authorized gradual expansion to additional counties and crops starting in 1950.

Indemnity checks amounting to nearly $450 million have been paid to policyholders who lost all or part of their crop investment through no fault of their own. Since 1948, of each $1.00 of premium paid by policyholders 95 cents has been returned through loss payments.

Crop insurance will be available in 100 new counties in 1962, and for the first time insurance will be offered on irrigated grain sorghum and peanuts.

Today's farmer must worry about far more than getting his seed back. The technological revolution in agriculture has increased the loss as well as the production potential. A farmer risks both his money and a return for the hours he works on the production of his crops. The margin of profit for most farmers is at the point that it would take the profits from several years of good crops just to get back the investment lost in one year of crop disaster. The economy of entire rural business communities is severely affected when widespread crop disaster strikes. Insurance indemnities paid to farmers at these times greatly relieve the financial struggle toward recovery.

13 Crops Insured

Damage from a new plant disease, insect or unusual weather occurs for the first time almost annually in some area of the country. But the experience of the crop insurance operation and the number of appeals to the Federal government for disaster assistance each year show this. The all-risk Policy covers damage beyond the farmer's control. It does not include losses due to negligence or poor farming practices.

In 1962 the Corporation will offer insurance on 13 different crops in 991 counties. The goal is to eventually offer insurance in all counties for those crops which contribute a major part of the farmer's income.

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Through Watershed Projects People Help Themselves to Flood Prevention:

Small watershed flash floods, which cause more than half of the Nation's estimated $1.2 billion average annual floodwater and sediment damage, had hit the community of Salem in Harrison county, West Virginia, hard and often.

Every year or so Dog Run, Patterson Fork, Jacobs' Run, Salem Fork, Tenmile Creek, and West Fork River, tributaries of the Monongahela, their banks overflowing from heavy rains, swept floodwaters down the mile-wide valley.

Frequently, two main East-West arteries, U. S. Highway 50 and the main line of the Baltimore & Ohio Railroad, were cut off by swirling, mud-brown water. Crops were lost and the rushing waters gouged gullies and washed away soil on the 115 farms in the 5,000-acre watershed. Floodwaters ran fast and deep in the town. Estimated cumulative damages between 1946 and 1951 were more than half a million dollars.

Water Rationed in Dry Spells

Soil eroded from the farmlands and carried down by the floodwaters laid a thick layer of slimy sediment over lowlands, streets, and the floors of stores and homes. And in dry spells, there was a shortage of water. Water was rationed to the 2,600 residents of Salem and to students at Salem College.

These things aren't likely to happen again because the people of the Salem community have helped themselves to flood prevention and water conservation.

The local people, supporting their Upper Tenmile Watershed Association and the West Fork Soil Conservation District, took advantage of Federal

legislation providing for assistance to local communities in planning and developing multipurpose small watershed projects.

The Salem Fork Watershed Project, which emerged from local efforts, has provided the answer to community water problems with seven floodwater retarding dams; a 60 million gallon municipal water supply reservoir; four miles of stream channel improvement; soil and water conservation systems on the farms in the watershed that call for planting more than half a million trees, improving grasslands, building farm ponds, diversion terraces, and grass waterways, and establishing better crop rotations.

Typical of 300 Projects

The Salem Fork Watershed Project is typical of some 300 such projects now underway under the sponsorship of local organizations and with the assistance of the U. S. Department of Agriculture. Some 300 others are in the planning stage.

The Department's Conservation Needs Inventory estimates that some 8,000 community watersheds (up to 250,000 acres) need watershed project treatment. These watersheds contain 1 billion acres or 55 percent of the Nation's land area.

Fundamental principles of the small watershed program (The Watershed Protection and Flood Prevention Act, Public Law 566, 1954) are: local initiative and financial and management responsibility; Federal technical and financial aid (through the Department's Soil Conservation Service); and State government review and approval of local project proposals with opportunity for State financial and other assistance.

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Rural Areas Development--The Battle Against Rural Poverty:

The U. S. Department of Agriculture, working with other government and private agencies, is marshaling an all-out attack on rural poverty. When the job is finally done, the nation will have passed a profoundly important milestone. During most of our history, rural poverty has been the scourge of entire regions, with a cost to the whole nation that can never be accurately reckoned.

As late as 1955 the Department of Agriculture reported, "Farm families with low earnings make up more than a fourth of all the farm families. There are nearly 1,000 counties in the U.S. where more than half of the farmers are mainly dependent on the incomes from small, poorly paying farms." (Development of Agriculture's Human Resources, U.S. Government Printing Office, 1955.)

To get more opportunities into the areas where these farmers live, the Department took the lead in a pilot "Rural Development Program." Secretary of Agriculture Freeman has greatly expanded and strengthened this program. Since January 20 the Department has moved rapidly to mobilize its resources and personnel for a total program of rural areas development.

Progress Highlights

In the short space of seven months the new RAD program has gone into operation throughout the nation, reinforced by new and strengthened services of the Department. Some highlights of the remarkable progress that's been made:

-- Establishment of a top level Department of Agriculture RAD Board and staff to get the program into operation, and a Public Advisory Committee of individuals experienced in area development to advise the Secretary.

-- Assistance to private, State and local leaders in forming RAD committees which are developing plans and programs suited to the needs of local areas. As of October 1, RAD committees were at work in 38 States, and were being organized in others.

-- Organization of RAD Panels in all States, made up of USDA representatives, to help committees move forward with local RAD programs.

-- Naming of 487 rural counties as eligible for financial aid under the new Area Redevelopment Act, and direct USDA assistance to leaders in making use of ARA to strengthen their economies.

Regular USDA Activities Support RAD

Many regular activities of the Department that further local area development plans have been stepped up in the revitalized rural areas development campaign against rural poverty.

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Since early in the year, the Department's Rural Electrification Administration approved 144 electrification loans amounting to nearly $167 million. More than half this amount was for generating and transmission facilities, basic capital equipment in rural America. REA also launched a program to help small businesses obtain funds for electrical equipment in plants through its"Section 5" loan program. Loans are made to electrical co-ops and other REA borrowers which in turn assist local enterprises in financing the equipment.

Recently Congress broadened the Department's lending authority to help farm families on small farms expand and improve their business, a basic tool in rural areas development.

In addition, the Department now administers a $430 million housing loan program that will speed up home improvement and building throughout the rural areas of the nation.

Between January 1 and August 1, 1961, 55 small watershed construction projects including 4.5 million acres were authorized to receive planning assistance. Thirty-six projects including 1.6 million acres were authorized for operations.

USDA Has Responsibilities Under Area Redevelopment Act

The Department also has the job of helping rural counties with serious and chronic low income obtain benefits under the new Area Redevelopment Act, signed by President Kennedy May 1. These benefits include loans and grants for public works and industrial buildings, technical aid, and retraining of low income farm people. Nearly one-third of the nation's counties are eligible to apply for the ARA program, including 487 rural counties in 41 States and Puerto Rico.

Rural areas development is a method of using all these programs and services in new and dynamic ways to eliminate, once and for all, chronic poverty in rural America.

In a time of international tension and threatening trouble, this must be a first priority national goal. The equivalent of 1.2 million persons are unemployed in the rural areas. If given the opportunity, they could contribute vital skills and services to the national economy. Perhaps of greater importance, young people growing up in depressed rural areas often are handicapped by poor education and a lack of training. Their potential contribution also is lost to the nation.

During the next 15 years, more than 4 million farm youth will reach working age and require job opportunities. In addition, more than 8 million young people who live in rural areas but not on farms will be hunting jobs.

So rural areas development is of absolutely first priority attention if large-scale migration to already overcrowded urban areas is to be avoided and those who remain in the small towns and farming communities are to contribute fully to the nation's economic and social well being.

As Secretary Freeman has emphasized, rural areas development "could be considered more important to the long range future of our nation than any other program now being conducted by the Department of Agriculture."